

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## CZECH REPUBLIC

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



	Czech Republic	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>57,876</b>	<b>13,485,651</b>
- book holiday package	36,337	7,848,516
- do not book holiday package	21,539	5,637,135
- % tourists who book holiday package	62.8%	58.2%
Share of total tourist	0.4%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



38% of Czech travel  
to Tenerife.

	Czech Republic	All markets
<b>Expenditure per tourist (€)</b>	<b>1,112</b>	<b>1,196</b>
- book holiday package	1,166	1,309
- holiday package	974	1,064
- others	192	246
- do not book holiday package	1,020	1,037
- flight	291	288
- accommodation	372	350
- others	357	399
<b>Average length of stay</b>	<b>9.33</b>	<b>9.32</b>
- book holiday package	8.01	8.66
- do not book holiday package	11.54	10.23
<b>Average daily expenditure (€)</b>	<b>124.4</b>	<b>143.6</b>
- book holiday package	146.6	159.8
- do not book holiday package	87.0	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>64</b>	<b>16,124</b>
- book holiday package	42	10,277
- do not book holiday package	22	5,848

AVERAGE LENGTH OF STAY  
(nights)

■ Czech Republic ■ All markets



EXPENDITURE PER TOURIST (€)

■ Czech Republic ■ All markets



### Importance of each factor in the destination choice



	Czech Republic	All markets
Climate	67.2%	78.1%
Safety	54.0%	51.4%
European belonging	50.1%	35.8%
Sea	49.0%	43.3%
Landscapes	42.3%	31.6%
Tranquility	40.9%	46.2%
Beaches	37.0%	37.1%
Accommodation supply	30.5%	41.7%
Gastronomy	29.9%	22.6%
Authenticity	27.7%	19.1%
Effortless trip	25.9%	34.8%
Environment	25.8%	30.6%
Price	20.5%	36.5%
Exoticism	18.0%	10.5%
Fun possibilities	14.7%	20.7%
Hiking trail network	9.4%	9.0%
Shopping	6.6%	9.6%
Historical heritage	6.0%	7.1%
Nightlife	6.0%	7.5%
Culture	5.1%	7.3%

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 EUROPEAN BELONGING

CZECH REPUBLIC  
50.1%



Picture: Freepipik.com

ALL MARKETS  
35.8%

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



	Czech Republic	All markets
Rest	47.7%	55.1%
Enjoy family time	10.9%	14.7%
Have fun	4.7%	7.8%
Explore the destination	32.3%	18.5%
Practice their hobbies	1.7%	1.8%
Other reasons	2.8%	2.1%

EXPLORE THE  
DESTINATION



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



	Czech Republic	All markets
The same day	0.7%	0.7%
Between 1 and 30 days	37.1%	23.2%
Between 1 and 2 months	24.0%	23.0%
Between 3 and 6 months	23.2%	32.4%
More than 6 months	15.0%	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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### What channels did they use to get information about the trip?

	Czech Republic	All markets
Previous visits to the Canary Islands	41.2%	50.9%
Friends or relatives	29.8%	27.8%
Internet or social media	61.7%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	17.1%	9.5%
Travel Blogs or Forums	10.6%	5.4%
Travel TV Channels	0.3%	0.7%
Tour Operator or Travel Agency	8.7%	24.7%
Public administrations or similar	0.0%	0.4%
Others	1.0%	2.3%

\* Multi-choice question

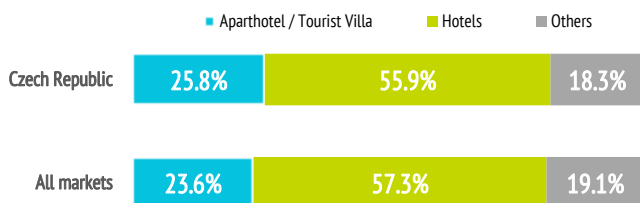
### With whom did they book their flight and accommodation?

	Czech Republic	All markets
<b>Flight</b>		
- Directly with the airline	34.7%	39.5%
- Tour Operator or Travel Agency	65.3%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	28.7%	28.8%
- Tour Operator or Travel Agency	71.3%	71.2%

### Where do they stay?

	Czech Republic	All markets
1-2-3* Hotel	19.6%	12.8%
4* Hotel	33.8%	37.7%
5* Hotel / 5* Luxury Hotel	2.5%	6.8%
Aparthotel / Tourist Villa	25.8%	23.6%
House/room rented in a private dwelling	7.4%	5.3%
Private accommodation (1)	3.1%	7.0%
Others (Cottage, cruise, camping,...)	7.8%	6.8%

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



### What do they book?

	Czech Republic	All markets
Room only	25.9%	28.8%
Bed and Breakfast	3.0%	11.7%
Half board	24.4%	22.4%
Full board	1.0%	3.0%
All inclusive	45.7%	34.1%

”  
**45.7%** of Czech book all inclusive.  
 (Canary Islands: 34.1%)

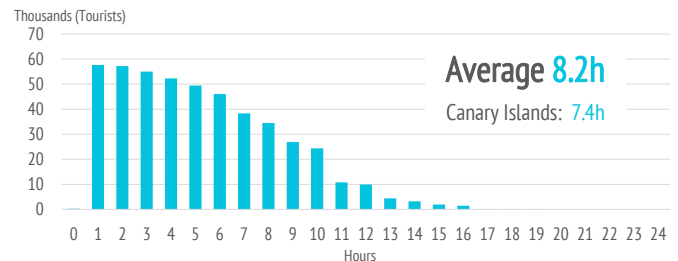
### Other expenses

	Czech Republic	All markets
Restaurants or cafes	48.3%	63.2%
Supermarkets	51.0%	55.9%
Car rental	33.5%	26.6%
Organized excursions	30.6%	21.8%
Taxi, transfer, chauffeur service	48.1%	51.7%
Theme Parks	14.3%	8.8%
Sport activities	5.6%	6.4%
Museums	7.8%	5.0%
Flights between islands	5.0%	4.8%

### Activities in the Canary Islands

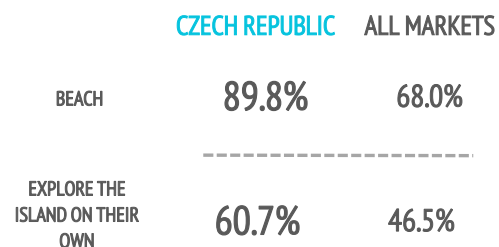
Outdoor time per day	Czech Republic	All markets
0 hours	0.4%	2.2%
1 - 2 hours	4.5%	10.0%
3 - 6 hours	28.8%	32.6%
7 - 12 hours	58.6%	46.5%
More than 12 hours	7.6%	8.7%

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



Activities in the Canary Islands	Czech Republic	All markets
Beach	89.8%	68.0%
Walk, wander	78.5%	71.0%
Explore the island on their own	60.7%	46.5%
Swimming pool, hotel facilities	58.9%	58.9%
Theme parks	29.4%	15.5%
Organized excursions	22.8%	17.9%
Taste Canarian gastronomy	21.0%	25.4%
Nature activities	17.2%	10.0%
Sport activities	16.8%	14.3%
Museums / exhibitions	14.4%	9.8%
Sea excursions / whale watching	12.1%	11.3%
Wineries / markets / popular festivals	10.2%	12.0%
Activities at sea	9.4%	9.8%
Nightlife / concerts / shows	8.1%	15.5%
Astronomical observation	3.7%	3.4%
Beauty and health treatments	0.8%	5.7%

\* Multi-choice question



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### Which island do they choose?

Tourists (> 15 years old)	Czech Republic	All markets
Lanzarote	6,469	2,457,120
Fuerteventura	11,287	1,856,705
Gran Canaria	17,463	3,825,110
Tenerife	22,165	4,991,173
La Palma	292	249,069

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

	Czech Republic	All markets
One island	90.1%	90.9%
Two islands	8.4%	7.7%
Three or more islands	1.5%	1.4%

### Internet usage during their trip

	Czech Republic	All markets
<b>Research</b>		
- Tourist package	6.2%	15.4%
- Flights	6.5%	13.0%
- Accommodation	8.6%	17.7%
- Transport	12.7%	15.6%
- Restaurants	17.7%	27.0%
- Excursions	14.9%	26.3%
- Activities	22.5%	31.0%
<b>Book or purchase</b>		
- Tourist package	36.7%	38.1%
- Flights	64.1%	64.4%
- Accommodation	63.4%	54.5%
- Transport	52.2%	44.7%
- Restaurants	7.1%	10.5%
- Excursions	7.5%	11.4%
- Activities	17.4%	12.5%

\* Multi-choise question

Internet usage in the Canary Island	Czech Republic	All markets
<b>Did not use the Internet</b>	<b>19.5%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>80.5%</b>	<b>90.2%</b>
- Own Internet connection	38.5%	36.5%
- Free Wifi connection	33.0%	41.1%
<b>Applications*</b>		
- Search for locations or maps	69.1%	60.7%
- Search for destination info	46.3%	44.7%
- Share pictures or trip videos	64.6%	55.6%
- Download tourist apps	6.2%	6.5%
- Others	15.0%	23.9%

\* Multi-choise question



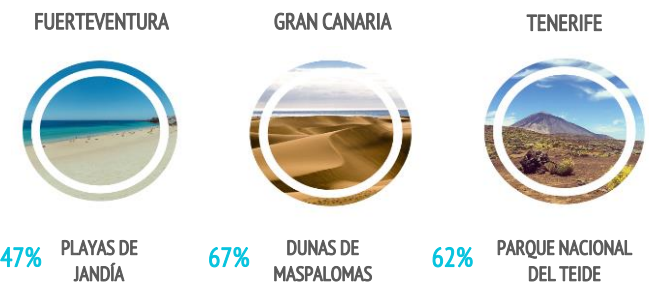
65% of Czech share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	Czech Republic	All markets
Lanzarote	11.2%	18.4%
Fuerteventura	19.6%	13.9%
Gran Canaria	30.3%	28.6%
Tenerife	38.4%	37.3%
La Palma	0.5%	1.9%

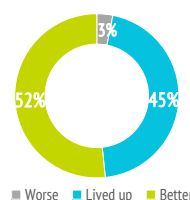
### MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

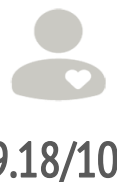
Satisfaction (scale 0-10)	Czech Republic	All markets
Average rating	9.02	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	3.1%	2.9%
Lived up to expectations	45.2%	57.4%
Better or much better than expected	51.7%	39.7%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.30	8.60
Recommend visiting the Canary Island	9.18	8.86



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

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

	Czech Republic	All markets
<b>Repeat tourists</b>	<b>54.7%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	50.5%	64.6%
Repeat tourists (last 5 years) (5 or mor	10.3%	18.4%
<b>At least 10 previous visits</b>	<b>9.3%</b>	<b>17.8%</b>

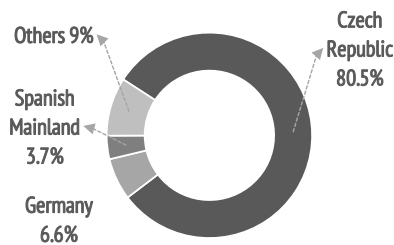
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### Where does the flight come from?



	%	Absolute
Czech Republic	80.5%	46,580
Germany	6.6%	3,825
Spanish Mainland	3.7%	2,136
Austria	2.3%	1,348
Poland	2.1%	1,206
United Kingdom	2.0%	1,136
Others	2.8%	1,645



### Who do they come with?



	Czech Republic	All markets
Unaccompanied	8.0%	8.9%
Only with partner	34.3%	47.4%
Only with children (< 13 years old)	8.7%	5.9%
Partner + children (< 13 years old)	3.2%	7.2%
Other relatives	17.1%	9.0%
Friends	10.3%	6.3%
Work colleagues	1.4%	0.5%
Organized trip	0.1%	0.2%
Other combinations (1)	16.9%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>19.0%</b>	<b>19.3%</b>
- Between 0 and 2 years old	4.0%	1.8%
- Between 3 and 12 years old	14.1%	15.8%
- Between 0 -2 and 3-12 years	0.9%	1.6%
<b>Tourists without children</b>	<b>81.0%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	12.5%	12.4%
- 2 people	53.2%	54.1%
- 3 people	14.8%	12.6%
- 4 or 5 people	15.6%	17.1%
- 6 or more people	4.0%	3.8%
<b>Average group size:</b>	<b>2.55</b>	<b>2.58</b>



(Under the age of 13)

19% of Czech travel with children.

(Canary Islands: 19.3%)

### Who are they?



	Czech Republic	All markets
<b>Gender</b>		
Men	41.3%	48.2%
Women	58.7%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	42.3	46.7
Standard deviation	15.2	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.4%	7.7%
25 - 30 years old	19.9%	10.8%
31 - 45 years old	31.5%	28.6%
46 - 60 years old	19.8%	31.3%
Over 60 years old	18.5%	21.5%
<b>Occupation</b>		
Salaried worker	38.7%	55.5%
Self-employed	17.9%	11.0%
Unemployed	0.0%	1.1%
Business owner	18.0%	9.2%
Student	7.1%	4.2%
Retired	15.6%	17.3%
Unpaid domestic work	2.3%	0.9%
Others	0.5%	0.8%
<b>Annual household income level</b>		
Less than €25,000	43.3%	17.0%
€25,000 - €49,999	33.3%	36.5%
€50,000 - €74,999	12.1%	25.0%
More than €74,999	11.4%	21.5%
<b>Education level</b>		
No studies	2.3%	4.8%
Primary education	0.5%	2.8%
Secondary education	31.1%	23.1%
Higher education	66.0%	69.3%



5 IN 10 TOURISTS ARE REPEATERS

42 YEARS OLD

AVERAGE AGE

34% ONLY WITH PARTNER



Pictures: Freepik.com