

How many are they and how much do they spend?

	Czech Republic	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	66,980	13,271,035
- book holiday package	38,913	7,426,022
- do not book holiday package	28,066	5,845,014
- % tourists who book holiday package	58.1%	56.0%
Share of total tourist	0.5%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

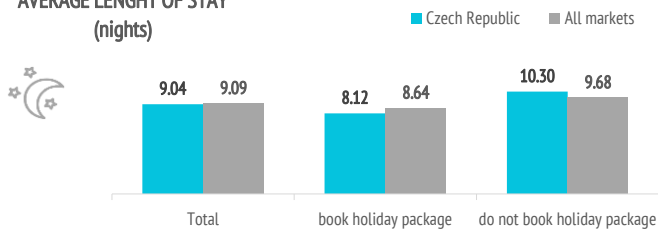
RANKING POSITION BY
TURNOVER



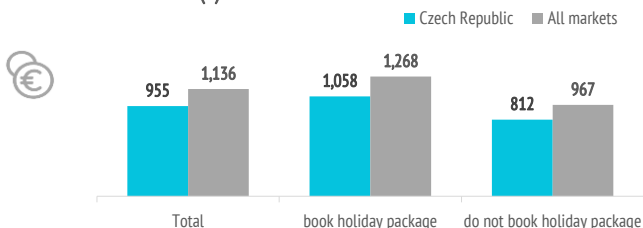
32% of Czech travel
to Tenerife.

	Czech Republic	All markets
Expenditure per tourist (€)		
- book holiday package	1,058	1,268
- holiday package	886	1,031
- others	173	237
- do not book holiday package	812	967
- flight	222	263
- accommodation	224	321
- others	365	383
Average length of stay		
- book holiday package	8.12	8.64
- do not book holiday package	10.30	9.68
Average daily expenditure (€)		
- book holiday package	133.7	155.4
- do not book holiday package	89.9	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	41	9,416
- do not book holiday package	23	5,655

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Czech Republic	All markets
Climate	63.1%	78.4%
Safety	55.7%	51.9%
Tranquility	49.6%	47.6%
Sea	49.3%	44.4%
European belonging	46.3%	36.1%
Beaches	44.4%	37.7%
Landscapes	41.4%	33.1%
Accommodation supply	36.8%	42.9%
Authenticity	35.3%	20.3%
Gastronomy	34.9%	23.2%
Environment	34.5%	33.2%
Effortless trip	32.7%	35.2%
Price	28.7%	37.4%
Fun possibilities	21.0%	21.1%
Hiking trail network	20.0%	9.6%
Exoticism	19.6%	11.4%
Culture	18.7%	8.0%
Nightlife	14.8%	8.0%
Shopping	14.4%	9.4%
Historical heritage	12.8%	8.2%

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
46.3%



ALL MARKETS
36.1%

Picture: Freepipik.com

What is the main motivation for their holidays?

	Czech Republic	All markets
Rest	46.6%	55.5%
Enjoy family time	14.0%	14.4%
Have fun	2.8%	8.6%
Explore the destination	32.9%	17.8%
Practice their hobbies	2.6%	1.9%
Other reasons	1.0%	1.8%

EXPLORE THE
DESTINATION



How far in advance do they book their trip?

	Czech Republic	All markets
The same day	0.6%	0.7%
Between 1 and 30 days	37.1%	23.8%
Between 1 and 2 months	18.6%	22.8%
Between 3 and 6 months	29.9%	32.7%
More than 6 months	13.9%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

CZECH REPUBLIC

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

	Czech Republic	All markets
Previous visits to the Canary Islands	39.5%	51.9%
Friends or relatives	25.9%	27.1%
Internet or social media	62.1%	54.7%
Mass Media	3.8%	1.6%
Travel guides and magazines	14.5%	8.4%
Travel Blogs or Forums	8.0%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	11.9%	22.6%
Public administrations or similar	0.0%	0.4%
Others	1.6%	2.4%

* Multi-choice question

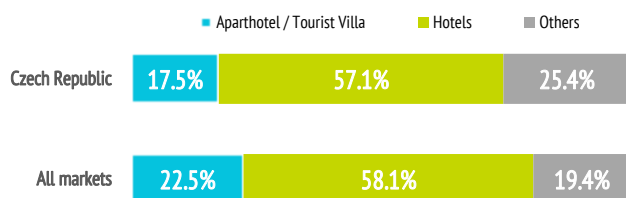
With whom did they book their flight and accommodation?

	Czech Republic	All markets
Flight		
- Directly with the airline	35.9%	42.9%
- Tour Operator or Travel Agency	64.1%	57.1%
Accommodation		
- Directly with the accommodation	27.5%	31.5%
- Tour Operator or Travel Agency	72.5%	68.5%

Where do they stay?

	Czech Republic	All markets
1-2-3* Hotel	16.0%	11.5%
4* Hotel	38.8%	37.6%
5* Hotel / 5* Luxury Hotel	2.3%	9.0%
Aparthotel / Tourist Villa	17.5%	22.5%
House/room rented in a private dwelling	10.1%	5.9%
Private accommodation (1)	5.5%	7.2%
Others (Cottage, cruise, camping...)	9.8%	6.3%

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



What do they book?

	Czech Republic	All markets
Room only	29.4%	27.9%
Bed and Breakfast	6.7%	12.4%
Half board	12.6%	21.2%
Full board	0.5%	3.6%
All inclusive	50.7%	34.9%

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50.7% of Czech book all inclusive.
(Canary Islands: 34.9%)

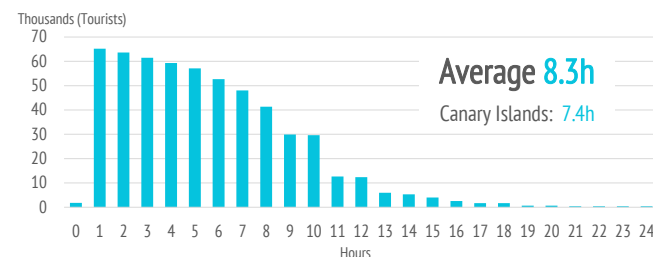
Other expenses

	Czech Republic	All markets
Restaurants or cafes	44.2%	59.1%
Supermarkets	53.4%	52.1%
Car rental	26.9%	26.3%
Organized excursions	30.5%	20.6%
Taxi, transfer, chauffeur service	42.8%	50.0%
Theme Parks	4.8%	7.5%
Sport activities	4.0%	5.7%
Museums	4.3%	4.6%
Flights between islands	5.0%	4.4%

Activities in the Canary Islands

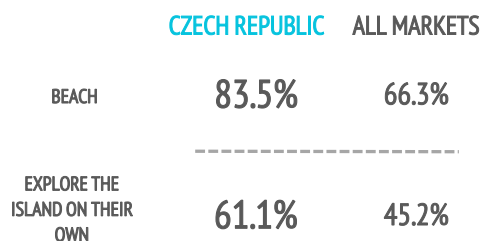
Outdoor time per day	Czech Republic	All markets
0 hours	2.6%	2.1%
1 - 2 hours	5.6%	9.8%
3 - 6 hours	20.1%	32.6%
7 - 12 hours	62.9%	47.1%
More than 12 hours	8.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Czech Republic	All markets
Beach	83.5%	66.3%
Walk, wander	79.8%	69.8%
Explore the island on their own	61.1%	45.2%
Swimming pool, hotel facilities	54.0%	58.2%
Organized excursions	26.4%	16.9%
Taste Canarian gastronomy	23.8%	24.2%
Sport activities	21.8%	13.4%
Sea excursions / whale watching	15.5%	11.1%
Nature activities	14.9%	10.4%
Theme parks	13.2%	14.1%
Activities at sea	12.4%	10.0%
Nightlife / concerts / shows	12.2%	15.5%
Wineries / markets / popular festivals	10.8%	11.6%
Museums / exhibitions	10.5%	10.1%
Astronomical observation	2.1%	3.5%
Beauty and health treatments	0.6%	5.4%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Czech Republic	All markets
Lanzarote	8,873	2,521,668
Fuerteventura	18,884	1,659,115
Gran Canaria	16,941	3,698,127
Tenerife	20,786	5,040,382
La Palma	138	235,409

How many islands do they visit during their trip?

	Czech Republic	All markets
One island	83.4%	91.4%
Two islands	13.4%	7.2%
Three or more islands	3.3%	1.4%

Internet usage during their trip

	Czech Republic	All markets
Research		
- Tourist package	9.3%	14.8%
- Flights	5.3%	13.0%
- Accommodation	7.4%	16.9%
- Transport	13.1%	15.7%
- Restaurants	19.5%	28.4%
- Excursions	13.8%	26.2%
- Activities	22.3%	30.1%
Book or purchase		
- Tourist package	32.2%	39.4%
- Flights	65.3%	66.7%
- Accommodation	60.2%	57.3%
- Transport	53.9%	47.6%
- Restaurants	6.4%	12.1%
- Excursions	9.8%	13.0%
- Activities	14.6%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Czech Republic	All markets
Did not use the Internet	8.2%	8.3%
Used the Internet	91.8%	91.7%
- Own Internet connection	39.1%	37.4%
- Free Wifi connection	31.6%	39.5%
Applications*		
- Search for locations or maps	66.6%	61.7%
- Search for destination info	44.8%	44.8%
- Share pictures or trip videos	67.1%	56.0%
- Download tourist apps	8.3%	7.0%
- Others	15.7%	22.6%

* Multi-choice question



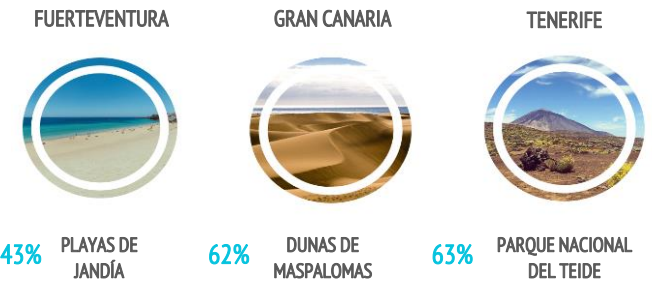
67% of Czech share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	Czech Republic	All markets
Lanzarote	13.5%	19.2%
Fuerteventura	28.8%	12.6%
Gran Canaria	25.8%	28.1%
Tenerife	31.7%	38.3%
La Palma	0.2%	1.8%

MOST VISITED PLACES IN EACH ISLAND



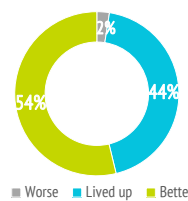
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Czech Republic	All markets
Average rating	8.96	8.70

Experience in the Canary Islands	Czech Republic	All markets
Worse or much worse than expected	2.5%	2.3%
Lived up to expectations	43.8%	55.6%
Better or much better than expected	53.8%	42.1%

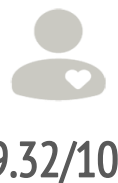
Future intentions (scale 1-10)	Czech Republic	All markets
Return to the Canary Islands	8.68	8.73
Recommend visiting the Canary Island	9.32	8.95



Experience in the Canary Islands



Return to the Canary Islands



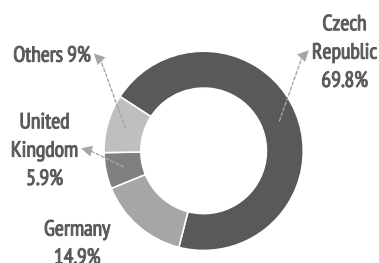
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Czech Republic	All markets
Repeat tourists	53.7%	72.2%
Repeat tourists (last 5 years)	50.0%	66.7%
Repeat tourists (last 5 years) (5 or mor	11.0%	19.5%
At least 10 previous visits	6.9%	18.6%

Where does the flight come from? 

	%	Absolute
Czech Republic	69.8%	46,776
Germany	14.9%	9,948
United Kingdom	5.9%	3,926
Spanish Mainland	3.7%	2,451
Austria	3.2%	2,133
Poland	1.2%	800
Others	1.4%	948



Who do they come with? 

	Czech Republic	All markets
Unaccompanied	6.2%	9.6%
Only with partner	30.9%	48.1%
Only with children (< 13 years old)	8.0%	5.6%
Partner + children (< 13 years old)	4.6%	6.5%
Other relatives	32.4%	9.3%
Friends	6.5%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	1.4%	0.3%
Other combinations (1)	10.0%	13.7%

(1) Different situations have been isolated

Tourists with children	24.3%	17.7%
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	21.2%	14.8%
- Between 0 -2 and 3-12 years	1.8%	1.4%
Tourists without children	75.7%	82.3%
Group composition:		
- 1 person	13.0%	13.2%
- 2 people	50.0%	55.1%
- 3 people	17.4%	12.0%
- 4 or 5 people	17.1%	16.3%
- 6 or more people	2.5%	3.5%
Average group size:	2.54	2.54



(Under the age of 13)

24% of Czech travel with children.

(Canary Islands: 17.7%)

Who are they? 

	Czech Republic	All markets
Gender		
Men	36.3%	48.6%
Women	63.7%	51.4%
Age		
Average age (tourist > 15 years old)	42.0	47.1
Standard deviation	15.2	15.4
Age range (> 15 years old)		
16 - 24 years old	12.4%	7.3%
25 - 30 years old	18.8%	10.9%
31 - 45 years old	30.7%	28.0%
46 - 60 years old	22.0%	31.8%
Over 60 years old	16.0%	22.1%
Occupation		
Salaried worker	46.1%	55.0%
Self-employed	19.6%	11.5%
Unemployed	1.2%	1.1%
Business owner	12.6%	9.4%
Student	9.3%	3.5%
Retired	10.6%	17.9%
Unpaid domestic work	0.5%	0.8%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	31.0%	17.5%
€25,000 - €49,999	51.0%	37.5%
€50,000 - €74,999	10.0%	22.8%
More than €74,999	8.0%	22.2%
Education level		
No studies	1.2%	5.0%
Primary education	2.1%	2.6%
Secondary education	34.6%	23.6%
Higher education	62.0%	68.9%



5 IN 10 TOURISTS ARE REPEATERS

42 YEARS OLD

AVERAGE AGE

31% ONLY WITH PARTNER



Pictures: Freepik.com