

# Tourist profile trend (2017)

## CZECH REPUBLIC

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



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	--	37,825	39,297	58,913	51,111
Average daily expenditure (€)	--	102.18	110.22	123.72	133.36
. in their place of residence	--	75.99	86.07	93.82	101.39
. in the Canary Islands	--	26.20	24.15	29.90	31.97
Average length of stay	--	11.11	10.13	8.94	8.77
Turnover per tourist (€)	--	985	976	1,038	1,048
Total turnover (> 16 years old) (€m)	--	37.3	38.4	61.2	53.5
Tourist arrivals: year on year change	--	--	3.9%	49.9%	-13.2%
Turnover: year on year change	--	--	3.0%	59.4%	-12.5%
<u>% tourists who pay in the Canary Islands:</u>					
<b>Accommodation:</b>					
- Accommodation	--	9.0%	11.6%	18.7%	9.3%
- Additional accommodation expenses	--	2.3%	2.3%	3.6%	3.9%
<b>Transport:</b>					
- Public transport	--	17.8%	14.2%	22.2%	17.4%
- Taxi	--	9.9%	10.0%	10.4%	11.9%
- Car rental	--	24.4%	23.4%	30.3%	30.2%
<b>Food and drink:</b>					
- Food purchases at supermarkets	--	53.1%	43.4%	52.9%	52.2%
- Restaurants	--	31.9%	37.2%	46.1%	49.5%
<b>Souvenirs:</b>	--	64.6%	58.5%	61.4%	71.8%
<b>Leisure:</b>					
- Organized excursions	--	26.8%	18.8%	27.9%	30.1%
- Leisure, amusement	--	15.8%	12.2%	13.5%	10.0%
- Trip to other islands	--	2.6%	2.1%	2.1%	3.2%
- Sporting activities	--	3.1%	11.6%	13.3%	10.5%
- Cultural activities	--	2.5%	6.6%	2.8%	3.4%
- Discos and disco-pubs	--	3.8%	7.2%	2.3%	4.1%
<b>Others:</b>					
- Wellness	--	2.8%	1.2%	1.0%	4.9%
- Medical expenses	--	3.1%	5.8%	3.1%	3.8%
- Other expenses	--	7.6%	8.9%	6.1%	7.1%

2017



-13%  
TOURISTS\*  
51,111



+1%  
TRAVEL EXPENSES  
€1,048



-12%  
TURNOVER  
€54 MILL

### What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	--	7.5%	8.5%	11.3%	8.8%
Flight and accommodation (room only)	--	18.6%	16.4%	14.1%	13.5%
Flight and accommodation (B&B)	--	3.9%	2.1%	3.4%	4.1%
Flight and accommodation (half board)	--	21.0%	20.8%	21.1%	26.2%
Flight and accommodation (full board)	--	4.7%	7.6%	6.7%	6.4%
Flight and accommodation (all inclusive)	--	44.4%	44.6%	43.5%	41.1%
<u>% Tourists using low-cost airlines</u>	--	38.7%	44.0%	46.4%	45.4%
<u>Other expenses in their place of residence:</u>					
- Car rental	--	22.6%	17.4%	19.7%	19.1%
- Sporting activities	--	1.6%	7.7%	7.1%	6.3%
- Excursions	--	18.3%	13.4%	21.6%	23.9%
- Trip to other islands	--	2.2%	0.0%	1.9%	2.4%

\* Tourists over 16 years old.

### How do they book?



	2013	2014	2015	2016	2017
<u>Accommodation booking</u>					
<b>Tour Operator</b>	--	21.2%	28.5%	27.2%	28.6%
- Tour Operator's website	--	45.8%	57.8%	47.8%	58.7%
<b>Accommodation</b>	--	14.3%	14.3%	14.7%	9.8%
- Accommodation's website	--	63.4%	89.0%	88.5%	81.7%
<b>Travel agency (High street)</b>	--	52.3%	45.8%	45.8%	44.5%
<b>Online Travel Agency (OTA)</b>	--	7.3%	8.5%	9.6%	11.5%
<b>No need to book accommodation</b>	--	5.0%	3.1%	2.7%	5.7%
<u>Flight booking</u>					
<b>Tour Operator</b>	--	33.7%	30.4%	36.8%	35.4%
- Tour Operator's website	--	50.4%	65.4%	67.6%	67.4%
<b>Airline</b>	--	18.7%	17.3%	17.0%	15.6%
- Airline's website	--	72.3%	74.9%	81.7%	91.3%
<b>Travel agency (High street)</b>	--	41.8%	43.7%	39.8%	43.0%
<b>Online Travel Agency (OTA)</b>	--	5.8%	8.6%	6.4%	6.0%

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



	2013	2014	2015	2016	2017
The same day they leave	--	0.0%	0.0%	1.5%	0.0%
Between 2 and 7 days	--	14.9%	10.1%	10.1%	8.6%
Between 8 and 15 days	--	8.6%	13.0%	4.9%	9.0%
Between 16 and 30 days	--	18.0%	24.6%	18.2%	15.5%
Between 31 and 90 days	--	20.8%	28.1%	33.8%	31.1%
More than 90 days	--	37.8%	24.2%	31.5%	35.8%

### Who are they?



	2013	2014	2015	2016	2017
<u>Gender</u>					
Men	--	51.4%	49.8%	53.9%	51.9%
Women	--	48.6%	50.2%	46.1%	48.1%
<u>Age</u>					
Average age (tourists > 16 years old)	--	40.0	41.6	40.9	42.2
Standard deviation	--	13.5	14.3	12.3	13.6
<u>Age range (&gt; 16 years old)</u>					
16-24 years old	--	10.0%	5.7%	8.6%	10.6%
25-30 years old	--	13.9%	24.0%	12.0%	11.8%
31-45 years old	--	48.4%	36.6%	46.9%	38.9%
46-60 years old	--	18.0%	22.1%	23.4%	27.1%
Over 60 years old	--	9.7%	11.5%	9.2%	11.6%
<u>Occupation</u>					
Business owner or self-employed	--	32.7%	27.3%	27.6%	32.3%
Upper/Middle management employee	--	56.2%	48.2%	46.4%	46.0%
Auxiliary level employee	--	0.6%	9.9%	8.6%	3.6%
Students	--	4.4%	3.9%	5.2%	8.8%
Retired	--	4.3%	8.4%	8.0%	8.2%
Unemployed / unpaid dom. work	--	1.8%	2.2%	4.2%	1.0%
<u>Annual household income level</u>					
€12,000 - €24,000	--	35.3%	37.9%	30.6%	32.8%
€24,001 - €36,000	--	21.4%	20.8%	31.5%	28.8%
€36,001 - €48,000	--	13.9%	16.3%	20.2%	14.7%
€48,001 - €60,000	--	14.3%	9.6%	12.5%	8.5%
€60,001 - €72,000	--	5.4%	2.2%	0.6%	6.5%
€72,001 - €84,000	--	2.7%	2.9%	3.0%	1.2%
More than €84,000	--	7.0%	10.4%	1.7%	7.6%

# Tourist profile trend (2017)

## CZECH REPUBLIC

### Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	--	7,301	6,640	8,642	9,578
- Fuerteventura	--	5,110	7,746	7,385	7,904
- Gran Canaria	--	8,404	10,043	13,781	16,227
- Tenerife	--	15,047	13,717	24,714	17,310
- La Palma	--	1,339	1,152	4,391	93

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	--	19.6%	16.9%	14.7%	18.7%
- Fuerteventura	--	13.7%	19.7%	12.5%	15.5%
- Gran Canaria	--	22.6%	25.6%	23.4%	31.7%
- Tenerife	--	40.4%	34.9%	42.0%	33.9%
- La Palma	--	3.6%	2.9%	7.5%	0.2%

### Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	--	5.0%	4.0%	4.2%	2.5%
4* Hotel	--	39.7%	44.4%	37.6%	37.3%
1-2-3* Hotel	--	22.1%	17.5%	18.3%	27.3%
Apartment	--	24.8%	29.4%	35.3%	27.9%
Property (privately-owned, friends, family)	--	6.5%	3.5%	2.3%	3.2%
Others	--	1.9%	1.1%	2.3%	1.8%

### Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	--	86.0%	87.1%	86.2%	83.4%
Beaches	--	33.0%	39.6%	24.2%	42.5%
Tranquility/rest/relaxation	--	32.2%	30.4%	28.5%	37.0%
Scenery	--	35.7%	29.9%	29.9%	27.6%
Security	--	8.2%	10.7%	34.6%	21.3%
Visiting new places	--	20.3%	24.1%	27.2%	20.4%
Active tourism	--	13.3%	13.8%	12.2%	11.6%
Suitable destination for children	--	15.0%	5.8%	6.9%	10.3%
Security against natural catastrophes	--	1.4%	1.7%	0.2%	4.6%
Quality of the environment	--	2.4%	4.1%	5.6%	4.3%
Theme parks	--	5.4%	3.8%	2.5%	3.9%
Culture	--	0.6%	0.7%	1.4%	3.9%
Price	--	3.2%	3.6%	6.3%	2.9%
Nautical activities	--	1.3%	2.8%	3.6%	2.4%
Ease of travel	--	4.3%	1.5%	1.5%	1.6%
Shopping	--	0.5%	3.2%	0.3%	1.4%

\* Multi-choise question

### Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	--	9.4%	5.2%	6.9%	8.1%
Only with partner	--	30.5%	37.5%	37.0%	37.3%
Only with children (under the age of 13)	--	2.2%	2.8%	2.5%	1.7%
Partner + children (under the age of 13)	--	22.5%	11.7%	14.2%	10.7%
Other relatives	--	11.5%	17.6%	13.8%	11.9%
Friends	--	8.0%	5.9%	5.5%	8.2%
Work colleagues	--	1.3%	0.0%	0.5%	0.0%
Other combinations <sup>(1)</sup>	--	14.6%	19.4%	19.7%	22.2%

\* Multi-choise question (different situations have been isolated)

### How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	--	96.6%	94.6%	97.9%	94.2%
Average rating (scale 1-10)	--	9.39	9.25	9.44	9.25

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

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	--	58.6%	57.7%	50.6%	65.8%
At least 10 previous visits	--	8.4%	9.5%	7.4%	11.1%

### Where does the flight come from?

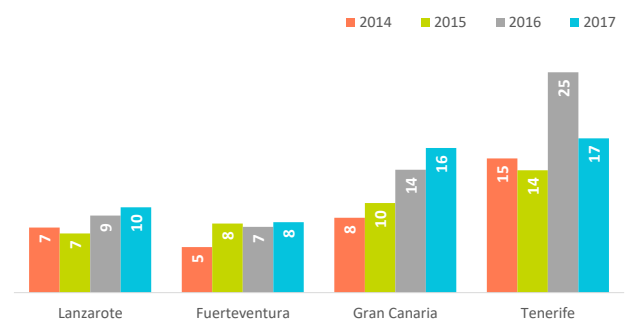
Tourists (> 16 years old)	2013	2014	2015	2016	2017
Czech Republic	--	82.6%	85.9%	82.4%	84.9%
Austria	--	6.6%	0.4%	0.0%	3.3%
Spanish Mainland	--	1.9%	1.9%	2.1%	2.9%
United Kingdom	--	1.4%	0.5%	1.3%	2.7%
Germany	--	6.6%	9.8%	13.8%	2.7%
Poland	--	0.4%	0.0%	0.0%	1.5%
Italy	--	0.0%	0.0%	0.5%	0.4%
France	--	0.0%	0.0%	0.0%	0.4%
Russia	--	0.0%	0.6%	0.0%	0.0%
Others	--	0.5%	0.8%	0.0%	1.2%

### What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	--	49.8%	48.4%	44.6%	60.2%
Recommendation by friends/relatives	--	36.3%	31.1%	42.1%	36.2%
The Canary Islands television channel	--	1.1%	0.0%	1.2%	0.4%
Other television or radio channels	--	1.5%	0.0%	1.5%	0.2%
Information in press/magazines/books	--	9.4%	9.7%	6.7%	7.3%
Attendance at a tourism fair	--	2.6%	1.2%	2.7%	1.2%
Tour Operator's brochure or catalogue	--	4.2%	4.8%	1.5%	4.2%
Recommendation by Travel Agency	--	2.9%	11.1%	14.1%	10.0%
Information obtained via the Internet	--	34.3%	38.8%	40.3%	32.8%
Senior Tourism programme	--	2.6%	2.2%	1.3%	0.6%
Others	--	4.9%	6.1%	3.6%	4.9%

\* Multi-choise question

### Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed. The information of 2013 is not shown due to sample failure.

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