

Profile of Swiss tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Switzerland	All markets
Tourist arrivals (> 16 years old)	256,194	13,114,359
Average daily expenditure (€)	176.54	135.94
. in their place of residence	130.39	98.03
. in the Canary Islands	46.15	37.90
Average length of stay	9.47	9.36
Turnover per tourist (€)	1,512	1,141
Total turnover (> 16 years old) (€m)	387	14,957
Share of total turnover	2.6%	100%
Share of total tourist	2.0%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	75.73	47.11
- Accommodation	66.72	40.52
- Additional accommodation expenses	9.02	6.60
Transport:	30.08	26.01
- Public transport	3.94	5.14
- Taxi	6.40	6.94
- Car rental	19.73	13.93
Food and drink:	170.53	148.33
- Food purchases at supermarkets	62.72	63.46
- Restaurants	107.81	84.87
Souvenirs:	69.32	53.88
Leisure:	45.20	34.52
- Organized excursions	15.12	14.95
- Leisure, amusement	4.01	4.55
- Trip to other islands	1.16	1.85
- Sporting activities	9.25	5.11
- Cultural activities	2.78	2.04
- Discos and disco-pubs	12.88	6.01
Others:	27.84	13.91
- Wellness	8.42	3.23
- Medical expenses	1.74	1.69
- Other expenses	17.68	8.99

How far in advance do they book their trip?



	Switzerland	All markets
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.5%	6.3%
Between 8 and 15 days	7.4%	7.9%
Between 16 and 30 days	14.1%	14.7%
Between 31 and 90 days	37.8%	34.3%
More than 90 days	34.9%	36.2%

What do they book at their place of residence?



	Switzerland	All markets
Flight only	7.6%	8.8%
Flight and accommodation (room only)	17.3%	25.7%
Flight and accommodation (B&B)	17.3%	8.0%
Flight and accommodation (half board)	28.9%	20.4%
Flight and accommodation (full board)	4.8%	4.3%
Flight and accommodation (all inclusive)	24.1%	32.8%
% Tourists using low-cost airlines	39.8%	48.7%
Other expenses in their place of residence:		
- Car rental	18.5%	11.8%
- Sporting activities	8.2%	5.3%
- Excursions	9.1%	5.7%
- Trip to other islands	2.8%	1.6%

How do they book?



	Switzerland	All markets
Accommodation booking		
Tour Operator	38.5%	42.3%
- Tour Operator's website	81.1%	78.8%
Accommodation	16.0%	14.7%
- Accommodation's website	87.0%	83.5%
Travel agency (High street)	19.4%	20.5%
Online Travel Agency (OTA)	21.8%	16.5%
No need to book accommodation	4.2%	6.0%

	Switzerland	All markets
Flight booking		
Tour Operator	38.9%	44.6%
- Tour Operator's website	76.9%	76.3%
Airline	24.5%	24.8%
- Airline's website	96.5%	96.2%
Travel agency (High street)	19.2%	19.1%
Online Travel Agency (OTA)	17.5%	11.5%

Where do they stay?



	Switzerland	All markets
5* Hotel	15.3%	7.1%
4* Hotel	45.0%	39.6%
1-2-3* Hotel	12.9%	14.6%
Apartment	20.4%	31.5%
Property (privately-owned, friends, family)	3.5%	4.6%
Others	2.9%	2.6%

Who are they?



	Switzerland	All markets
Gender		
Percentage of men	53.2%	48.5%
Percentage of women	46.8%	51.5%
Age		
Average age (tourists > 16 years old)	44.7	46.3
Standard deviation	15.6	15.3
Age range (> 16 years old)		
16-24 years old	11.4%	8.2%
25-30 years old	12.5%	11.1%
31-45 years old	28.9%	29.1%
46-60 years old	31.3%	30.9%
Over 60 years old	16.0%	20.7%
Occupation		
Business owner or self-employed	17.2%	23.1%
Upper/Middle management employee	50.9%	36.1%
Auxiliary level employee	10.4%	15.5%
Students	7.3%	5.1%
Retired	12.3%	18.0%
Unemployed / unpaid dom. work	1.9%	2.2%
Annual household income level		
€12,000 - €24,000	7.0%	17.8%
€24,001 - €36,000	3.5%	19.4%
€36,001 - €48,000	7.0%	16.9%
€48,001 - €60,000	13.2%	14.6%
€60,001 - €72,000	16.4%	9.5%
€72,001 - €84,000	9.8%	6.0%
More than €84,000	43.1%	15.8%

(*) 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.

Profile of Swiss tourist visiting Canary Islands

2016



Which island do they choose?



Tourists (> 16 years old)	Switzerland	All markets
- Lanzarote	30,955	2,328,674
- Fuerteventura	42,060	1,914,107
- Gran Canaria	97,243	3,654,806
- Tenerife	80,202	4,885,901
- La Palma	1,528	221,541

Share (%)	Switzerland	All markets
- Lanzarote	12.3%	17.9%
- Fuerteventura	16.7%	14.7%
- Gran Canaria	38.6%	28.1%
- Tenerife	31.8%	37.6%
- La Palma	0.6%	1.7%

Who do they come with?



	Switzerland	All markets
Unaccompanied	12.5%	9.1%
Only with partner	46.5%	47.6%
Only with children (under the age of 13)	1.8%	1.5%
Partner + children (under the age of 13)	9.4%	11.8%
Other relatives	5.8%	6.0%
Friends	9.5%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	14.0%	17.5%

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

How do they rate the destination?



Impression of their stay	Switzerland	All markets
Good or very good (% tourists)	93.9%	94.1%
Average rating (scale 1-10)	8.79	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Switzerland	All markets
Repeat tourists	72.4%	77.3%
In love (at least 10 previous visits)	13.6%	16.1%

Where does the flight come from?



Ten main origin markets	Switzerland	All markets
Switzerland	193,284	312,564
Spanish Mainland	46,413	2,164,168
Italy	7,977	346,999
Germany	6,652	2,882,932
France	870	227,689
United Kingdom	415	4,208,588
Belgium	256	444,170
Austria	0	113,534
Denmark	0	253,091
Finland	0	196,957

Why do they choose the Canary Islands?



Aspects influencing the choice	Switzerland	All markets
Climate/sun	92.1%	89.8%
Beaches	41.9%	34.5%
Tranquillity/rest/relaxation	36.0%	36.6%
Scenery	22.6%	21.9%
Visiting new places	17.5%	14.6%
Security	14.4%	11.1%
Ease of travel	10.2%	8.9%
Price	8.2%	12.7%
Active tourism	7.6%	5.1%
Nautical activities	4.4%	2.2%
Suitable destination for children	4.2%	7.5%
Nightlife/fun	3.6%	3.8%
Quality of the environment	3.6%	6.5%
Shopping	2.4%	2.6%
Theme parks	2.0%	3.0%
Culture	1.7%	2.6%

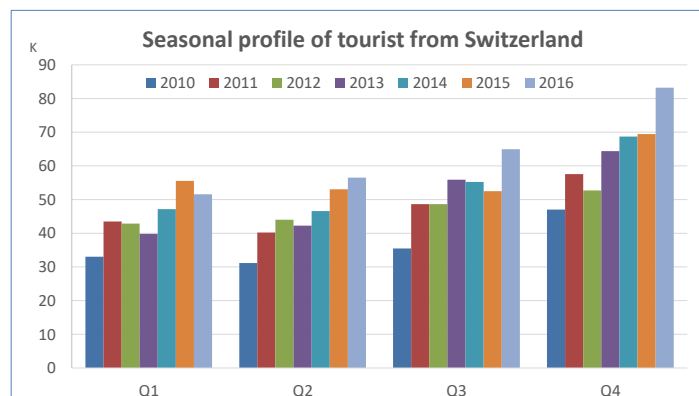
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Switzerland	All markets
Previous visits to the Canary Islands	57.8%	64.1%
Recommendation by friends or relatives	35.5%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.5%	0.8%
Information in the press/magazines/books	5.3%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	10.4%	8.0%
Recommendation by Travel Agency	12.0%	9.7%
Information obtained via the Internet	30.1%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	5.9%	6.1%

* Multi-choice question



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.