

Profile of tourist visiting the Canary Islands (2017)

SWITZERLAND



How many are they and how much do they spend?



	Switzerland	All markets
Tourist arrivals (FRONTUR)	331,169	15,975,507
Tourist arrivals (> 16 years old)	289,835	13,852,616
Average daily expenditure (€)	179.50	140.18
. in their place of residence	130.28	101.15
. in the Canary Islands	49.22	39.03
Average length of stay	9.40	9.17
Turnover per tourist (€)	1,513	1,155
Total turnover (€m)	501	18,450
Share of total tourist	2.1%	100%
Share of total turnover	2.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	18.0%	13.5%
- Additional accommodation expenses	8.9%	6.3%

Transport:

- Public transport	16.9%	14.5%
- Taxi	19.2%	21.2%
- Car rental	25.2%	19.4%

Food and drink:

- Food purchases at supermarkets	51.3%	55.0%
- Restaurants	58.7%	57.3%

Souvenirs:

	55.1%	53.3%
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Leisure:

- Organized excursions	18.9%	17.7%
- Leisure, amusement	9.1%	8.4%
- Trip to other islands	1.8%	2.3%
- Sporting activities	10.4%	6.1%
- Cultural activities	4.3%	4.4%
- Discos and disco-pubs	5.8%	6.1%

Others:

- Wellness	6.8%	4.9%
- Medical expenses	4.4%	4.0%
- Other expenses	8.9%	9.6%



+13%
TOURISTS
331,169



0%
TRAVEL EXPENSES
€1,513



+13%
TURNOVER
€501 MILL

What do they book at their place of residence?



	Switzerland	All markets
Flight only	9.2%	9.3%
Flight and accommodation (room only)	20.0%	26.9%
Flight and accommodation (B&B)	17.1%	8.3%
Flight and accommodation (half board)	30.1%	19.3%
Flight and accommodation (full board)	4.8%	4.4%
Flight and accommodation (all inclusive)	18.7%	31.9%
% Tourists using low-cost airlines	42.0%	50.8%
Other expenses in their place of residence:		
- Car rental	18.2%	12.6%
- Sporting activities	10.4%	5.1%
- Excursions	9.4%	6.2%
- Trip to other islands	2.1%	1.5%

How do they book?



	Switzerland	All markets
Accommodation booking		
Tour Operator	35.1%	42.4%
- Tour Operator's website	74.6%	80.6%
Accommodation	15.2%	14.6%
- Accommodation's website	90.5%	84.0%
Travel agency (High street)	18.0%	19.3%
Online Travel Agency (OTA)	26.8%	17.3%
No need to book accommodation	4.8%	6.4%

	Switzerland	All markets
Flight booking		
Tour Operator	34.5%	44.8%
- Tour Operator's website	68.4%	78.6%
Airline	28.0%	25.8%
- Airline's website	98.3%	97.3%
Travel agency (High street)	15.9%	18.0%
Online Travel Agency (OTA)	21.6%	11.4%

How far in advance do they book their trip?



	Switzerland	All markets
The same day they leave	0.3%	0.5%
Between 2 and 7 days	6.5%	5.9%
Between 8 and 15 days	10.2%	7.4%
Between 16 and 30 days	17.7%	13.4%
Between 31 and 90 days	31.8%	34.6%
More than 90 days	33.6%	38.3%

Who are they?



	Switzerland	All markets
Gender		
Men	56.0%	48.1%
Women	44.0%	51.9%

Age

Average age (tourists > 16 years old)	44.8	46.9
Standard deviation	16.3	15.5

Age range (> 16 years old)

16-24 years old	13.7%	8.4%
25-30 years old	12.6%	10.2%
31-45 years old	24.2%	27.9%
46-60 years old	30.9%	31.7%
Over 60 years old	18.6%	21.8%

Occupation

Business owner or self-employed	18.1%	23.8%
Upper/Middle management employee	45.7%	35.2%
Auxiliary level employee	12.1%	15.3%
Students	6.0%	5.0%
Retired	15.5%	18.6%
Unemployed / unpaid dom. work	2.5%	2.1%

Annual household income level

€12,000 - €24,000	7.0%	17.9%
€24,001 - €36,000	4.4%	19.3%
€36,001 - €48,000	8.0%	16.1%
€48,001 - €60,000	13.2%	15.1%
€60,001 - €72,000	15.8%	9.3%
€72,001 - €84,000	13.1%	6.3%
More than €84,000	38.5%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Switzerland	All markets
- Lanzarote	39,425	2,488,213
- Fuerteventura	48,868	1,938,908
- Gran Canaria	107,885	3,900,824
- Tenerife	85,325	5,144,415
- La Palma	5,405	277,952

Share (%)	Switzerland	All markets
- Lanzarote	13.7%	18.1%
- Fuerteventura	17.0%	14.1%
- Gran Canaria	37.6%	28.4%
- Tenerife	29.7%	37.4%
- La Palma	1.9%	2.0%

Where do they stay?

	Switzerland	All markets
5* Hotel	18.1%	6.8%
4* Hotel	40.1%	38.4%
1-2-3* Hotel	12.1%	14.4%
Apartment	23.8%	32.4%
Property (privately-owned, friends, family)	3.8%	4.8%
Others	2.0%	3.2%

Why do they choose the Canary Islands?

Aspects influencing the choice	Switzerland	All markets
Climate/sun	89.8%	89.8%
Beaches	39.4%	35.1%
Tranquillity/rest/relaxation	35.1%	37.2%
Scenery	28.4%	22.9%
Visiting new places	19.7%	14.7%
Security	13.2%	9.7%
Price	8.1%	12.2%
Active tourism	7.9%	5.4%
Ease of travel	7.8%	8.9%
Nautical activities	7.2%	2.0%
Quality of the environment	5.1%	6.5%
Suitable destination for children	4.1%	7.6%
Rural tourism	2.7%	1.1%
Shopping	1.9%	2.5%
Nightlife/fun	1.8%	3.8%
Golf	1.1%	1.0%

* Multi-choice question

Who do they come with?

	Switzerland	All markets
Unaccompanied	12.8%	8.7%
Only with partner	47.6%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	6.8%	11.9%
Other relatives	5.6%	6.0%
Friends	12.1%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	13.4%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Switzerland	All markets
Good or very good (% tourists)	92.2%	94.0%
Average rating (scale 1-10)	8.73	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Switzerland	All markets
At least 1 previous visit	69.6%	77.3%
At least 10 previous visits	13.0%	16.9%

Where does the flight come from?

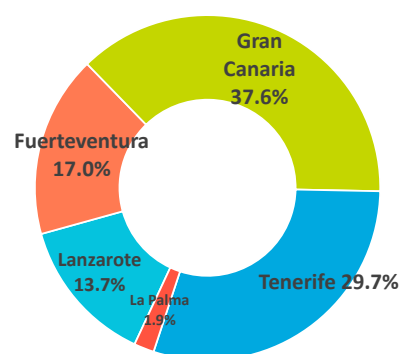
Tourists (> 16 years old)	Share	Absolute
Switzerland	76.9%	222,772
Spanish Mainland	15.9%	46,007
Germany	3.1%	8,860
Italy	2.2%	6,322
France	0.9%	2,579
Austria	0.3%	725
Poland	0.1%	432
United Kingdom	0.1%	400
Belgium	0.1%	295
Others	0.5%	1,442

What did motivate them to come?

Prescription sources	Switzerland	All markets
Previous visits to the Canary Islands	58.6%	64.9%
Recommendation by friends/relatives	30.1%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	1.2%	1.0%
Information in press/magazines/books	5.4%	3.8%
Attendance at a tourism fair	0.9%	0.5%
Tour Operator's brochure or catalogue	7.3%	7.2%
Recommendation by Travel Agency	12.6%	9.3%
Information obtained via the Internet	34.8%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	5.6%	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.