

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

SWITZERLAND

How many are they and how much do they spend?



	Switzerland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	318,199	15,559,787
Tourist arrivals > 15 years old (EGT)	280,781	13,485,651
- book holiday package	146,698	7,848,516
- do not book holiday package	134,083	5,637,135
- % tourists who book holiday package	52.2%	58.2%
Share of total tourist	2.0%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



39% of Swiss travel
to Gran Canaria.

	Switzerland	All markets
Expenditure per tourist (€)	1,335	1,196
- book holiday package	1,463	1,309
- holiday package	1,173	1,064
- others	290	246
- do not book holiday package	1,194	1,037
- flight	287	288
- accommodation	464	350
- others	443	399
Average length of stay	8.99	9.32
- book holiday package	8.52	8.66
- do not book holiday package	9.51	10.23
Average daily expenditure (€)	159.5	143.6
- book holiday package	175.8	159.8
- do not book holiday package	141.6	121.0
Total turnover (> 15 years old) (€m)	375	16,124
- book holiday package	215	10,277
- do not book holiday package	160	5,848

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Switzerland	All markets
Climate	75.3%	78.1%
Sea	53.1%	43.3%
Tranquility	48.9%	46.2%
Safety	47.3%	51.4%
Beaches	42.4%	37.1%
Landscapes	37.3%	31.6%
Effortless trip	36.9%	34.8%
Accommodation supply	34.8%	41.7%
European belonging	34.3%	35.8%
Gastronomy	32.1%	22.6%
Environment	28.4%	30.6%
Price	27.1%	36.5%
Authenticity	20.9%	19.1%
Fun possibilities	16.8%	20.7%
Hiking trail network	11.2%	9.0%
Shopping	10.8%	9.6%
Culture	8.9%	7.3%
Historical heritage	8.3%	7.1%
Exoticism	7.6%	10.5%
Nightlife	7.1%	7.5%

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 SEA

SWITZERLAND
53.1%



ALL MARKETS
43.3%

What is the main motivation for their holidays?



	Switzerland	All markets
Rest	46.4%	55.1%
Enjoy family time	11.4%	14.7%
Have fun	8.1%	7.8%
Explore the destination	25.4%	18.5%
Practice their hobbies	5.4%	1.8%
Other reasons	3.3%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Switzerland	All markets
The same day	0.5%	0.7%
Between 1 and 30 days	23.7%	23.2%
Between 1 and 2 months	27.8%	23.0%
Between 3 and 6 months	33.8%	32.4%
More than 6 months	14.2%	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? 🔍

	Switzerland	All markets
Previous visits to the Canary Islands	41.5%	50.9%
Friends or relatives	26.4%	27.8%
Internet or social media	61.7%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	12.5%	9.5%
Travel Blogs or Forums	3.5%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	20.7%	24.7%
Public administrations or similar	0.2%	0.4%
Others	2.4%	2.3%

* Multi-choice question

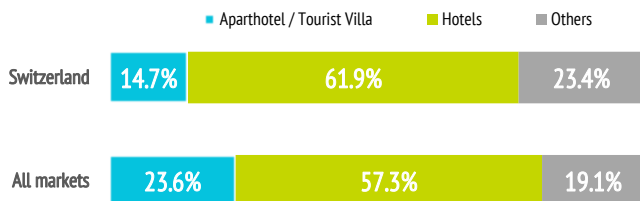
With whom did they book their flight and accommodation? 👁

	Switzerland	All markets
Flight		
- Directly with the airline	45.0%	39.5%
- Tour Operator or Travel Agency	55.0%	60.5%
Accommodation		
- Directly with the accommodation	32.6%	28.8%
- Tour Operator or Travel Agency	67.4%	71.2%

Where do they stay? 🏠

	Switzerland	All markets
1-2-3* Hotel	12.7%	12.8%
4* Hotel	37.5%	37.7%
5* Hotel / 5* Luxury Hotel	11.6%	6.8%
Aparthotel / Tourist Villa	14.7%	23.6%
House/room rented in a private dwelling	7.2%	5.3%
Private accommodation (1)	7.2%	7.0%
Others (Cottage, cruise, camping,...)	9.1%	6.8%

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



What do they book? 🍽

	Switzerland	All markets
Room only	25.8%	28.8%
Bed and Breakfast	20.7%	11.7%
Half board	34.0%	22.4%
Full board	3.0%	3.0%
All inclusive	16.5%	34.1%

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34% of Swiss book half board.
 (Canary Islands: 22.4%)

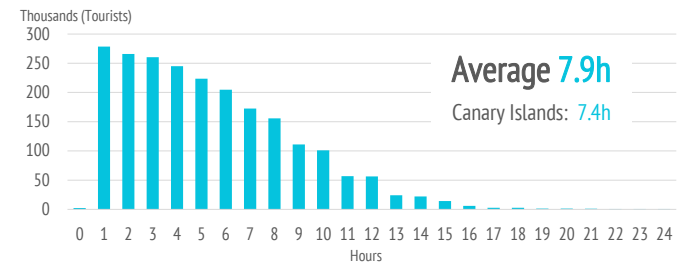
Other expenses 📍

	Switzerland	All markets
Restaurants or cafes	71.6%	63.2%
Supermarkets	57.7%	55.9%
Car rental	35.4%	26.6%
Organized excursions	22.7%	21.8%
Taxi, transfer, chauffeur service	51.7%	51.7%
Theme Parks	7.0%	8.8%
Sport activities	10.3%	6.4%
Museums	8.1%	5.0%
Flights between islands	7.3%	4.8%

Activities in the Canary Islands 🚶

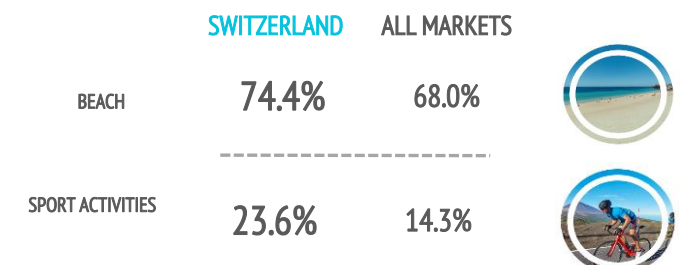
Outdoor time per day	Switzerland	All markets
0 hours	0.8%	2.2%
1 - 2 hours	6.4%	10.0%
3 - 6 hours	31.3%	32.6%
7 - 12 hours	52.8%	46.5%
More than 12 hours	8.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Switzerland	All markets
Beach	74.4%	68.0%
Walk, wander	51.5%	71.0%
Explore the island on their own	48.4%	46.5%
Swimming pool, hotel facilities	44.7%	58.9%
Taste Canarian gastronomy	26.9%	25.4%
Sport activities	23.6%	14.3%
Nature activities	15.9%	10.0%
Organized excursions	15.3%	17.9%
Activities at sea	15.1%	9.8%
Theme parks	14.0%	15.5%
Nightlife / concerts / shows	12.7%	15.5%
Museums / exhibitions	12.5%	9.8%
Wineries / markets / popular festivals	10.9%	12.0%
Sea excursions / whale watching	10.6%	11.3%
Beauty and health treatments	6.3%	5.7%
Astronomical observation	4.6%	3.4%

* Multi-choice question



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Which island do they choose?

Tourists (> 15 years old)	Switzerland	All markets
Lanzarote	36,799	2,457,120
Fuerteventura	42,227	1,856,705
Gran Canaria	107,300	3,825,110
Tenerife	85,684	4,991,173
La Palma	5,381	249,069

How many islands do they visit during their trip?

	Switzerland	All markets
One island	89.5%	90.9%
Two islands	9.1%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Switzerland	All markets
Research		
- Tourist package	11.0%	15.4%
- Flights	11.0%	13.0%
- Accommodation	16.1%	17.7%
- Transport	15.8%	15.6%
- Restaurants	28.9%	27.0%
- Excursions	30.0%	26.3%
- Activities	34.1%	31.0%
Book or purchase		
- Tourist package	32.7%	38.1%
- Flights	67.6%	64.4%
- Accommodation	57.7%	54.5%
- Transport	36.5%	44.7%
- Restaurants	7.8%	10.5%
- Excursions	11.4%	11.4%
- Activities	13.5%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Switzerland	All markets
Did not use the Internet	7.7%	9.8%
Used the Internet	92.3%	90.2%
- Own Internet connection	18.3%	36.5%
- Free Wifi connection	62.9%	41.1%
Applications*		
- Search for locations or maps	63.0%	60.7%
- Search for destination info	47.3%	44.7%
- Share pictures or trip videos	53.2%	55.6%
- Download tourist apps	7.8%	6.5%
- Others	19.6%	23.9%

* Multi-choice question



63% of Swiss search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)

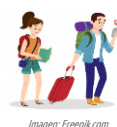


Imagen: Freepik.com

Share by islands	Switzerland	All markets
Lanzarote	13.3%	18.4%
Fuerteventura	15.2%	13.9%
Gran Canaria	38.7%	28.6%
Tenerife	30.9%	37.3%
La Palma	1.9%	1.9%

MOST VISITED PLACES IN EACH ISLAND

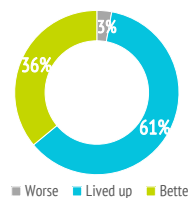


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Switzerland	All markets
Average rating	8.51	8.58
Experience in the Canary Islands		
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	61.1%	57.4%
Better or much better than expected	36.0%	39.7%

Future intentions (scale 1-10)	Switzerland	All markets
Return to the Canary Islands	8.34	8.60
Recommend visiting the Canary Island	8.72	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?

	Switzerland	All markets
Repeat tourists	60.3%	71.0%
Repeat tourists (last 5 years)	53.3%	64.6%
Repeat tourists (last 5 years) (5 or more)	14.6%	18.4%
At least 10 previous visits	14.3%	17.8%

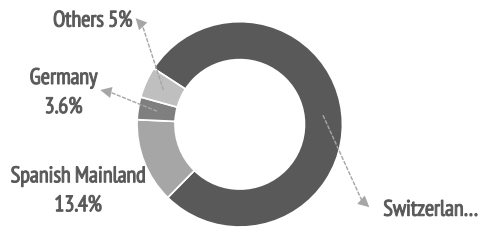
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Where does the flight come from?



	%	Absolute
Switzerland	78.2%	219,561
Spanish Mainland	13.4%	37,521
Germany	3.6%	9,978
Italy	2.8%	7,871
Belgium	0.4%	1,207
France	0.4%	1,130
Others	1.3%	3,513



Who do they come with?



	Switzerland	All markets
Unaccompanied	10.7%	8.9%
Only with partner	50.8%	47.4%
Only with children (< 13 years old)	4.3%	5.9%
Partner + children (< 13 years old)	4.5%	7.2%
Other relatives	6.8%	9.0%
Friends	8.5%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	14.2%	14.6%

(1) Different situations have been isolated

Tourists with children	11.6%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	8.7%	15.8%
- Between 0-2 and 3-12 years	1.2%	1.6%
Tourists without children	88.4%	80.7%
Group composition:		
- 1 person	14.6%	12.4%
- 2 people	61.5%	54.1%
- 3 people	10.6%	12.6%
- 4 or 5 people	11.7%	17.1%
- 6 or more people	1.6%	3.8%
Average group size:	2.29	2.58



(Under the age of 13)

11.6% of Swiss travel with children.

(Canary Islands: 19.3%)

Who are they?



	Switzerland	All markets
Gender		
Men	47.1%	48.2%
Women	52.9%	51.8%
Age		
Average age (tourist > 15 years old)	43.6	46.7
Standard deviation	15.4	15.3
Age range (> 15 years old)		
16 - 24 years old	12.0%	7.7%
25 - 30 years old	13.3%	10.8%
31 - 45 years old	28.6%	28.6%
46 - 60 years old	30.3%	31.3%
Over 60 years old	15.8%	21.5%
Occupation		
Salaried worker	61.0%	55.5%
Self-employed	6.1%	11.0%
Unemployed	0.3%	1.1%
Business owner	12.0%	9.2%
Student	7.5%	4.2%
Retired	11.6%	17.3%
Unpaid domestic work	0.5%	0.9%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	4.7%	17.0%
€25,000 - €49,999	14.3%	36.5%
€50,000 - €74,999	31.1%	25.0%
More than €74,999	49.9%	21.5%
Education level		
No studies	0.5%	4.8%
Primary education	8.1%	2.8%
Secondary education	20.9%	23.1%
Higher education	70.6%	69.3%



6 IN 10 TOURISTS ARE REPEATERS

44 YEARS OLD
AVERAGE AGE

51% ONLY WITH PARTNER



Pictures: Freepik.com