

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

SWITZERLAND

How many are they and how much do they spend?



	Switzerland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	263,508	15,110,866
Tourist arrivals > 15 years old (EGT)	233,521	13,271,035
- book holiday package	112,628	7,426,022
- do not book holiday package	120,893	5,845,014
- % tourists who book holiday package	48.2%	56.0%
Share of total tourist	1.7%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



37% of Swiss travel
to Gran Canaria.

Expenditure per tourist (€)	1,471	1,136
- book holiday package	1,576	1,268
- holiday package	1,276	1,031
- others	300	237
- do not book holiday package	1,373	967
- flight	378	263
- accommodation	493	321
- others	503	383
Average length of stay	9.88	9.09
- book holiday package	8.65	8.64
- do not book holiday package	11.03	9.68
Average daily expenditure (€)	170.0	138.9
- book holiday package	190.5	155.4
- do not book holiday package	151.0	117.9
Total turnover (> 15 years old) (€m)	344	15,070
- book holiday package	178	9,416
- do not book holiday package	166	5,655

AVERAGE LENGTH OF STAY
(nights)

■ Switzerland ■ All markets



EXPENDITURE PER TOURIST (€)

■ Switzerland ■ All markets



Importance of each factor in the destination choice



	Switzerland	All markets
Climate	76.2%	78.4%
Sea	53.0%	44.4%
Safety	47.9%	51.9%
Tranquility	43.9%	47.6%
Beaches	40.9%	37.7%
Accommodation supply	36.9%	42.9%
European belonging	36.4%	36.1%
Effortless trip	34.9%	35.2%
Landscapes	34.4%	33.1%
Gastronomy	33.2%	23.2%
Environment	28.6%	33.2%
Price	24.5%	37.4%
Authenticity	21.3%	20.3%
Fun possibilities	15.8%	21.1%
Hiking trail network	10.7%	9.6%
Exoticism	9.1%	11.4%
Shopping	6.8%	9.4%
Nightlife	6.7%	8.0%
Historical heritage	6.0%	8.2%
Culture	5.0%	8.0%

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%



ALL MARKETS

44.4%

What is the main motivation for their holidays?



	Switzerland	All markets
Rest	50.6%	55.5%
Enjoy family time	9.9%	14.4%
Have fun	8.8%	8.6%
Explore the destination	22.6%	17.8%
Practice their hobbies	5.7%	1.9%
Other reasons	2.5%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Switzerland	All markets
The same day	0.7%	0.7%
Between 1 and 30 days	27.8%	23.8%
Between 1 and 2 months	22.3%	22.8%
Between 3 and 6 months	33.6%	32.7%
More than 6 months	15.6%	20.0%

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SWITZERLAND

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

	Switzerland	All markets
Previous visits to the Canary Islands	42.4%	51.9%
Friends or relatives	28.0%	27.1%
Internet or social media	61.3%	54.7%
Mass Media	1.4%	1.6%
Travel guides and magazines	10.9%	8.4%
Travel Blogs or Forums	5.5%	5.7%
Travel TV Channels	0.4%	0.8%
Tour Operator or Travel Agency	19.1%	22.6%
Public administrations or similar	0.2%	0.4%
Others	1.8%	2.4%

* Multi-choice question

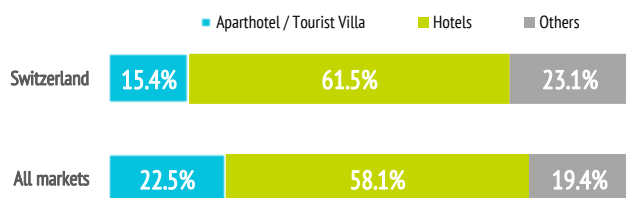
With whom did they book their flight and accommodation?

	Switzerland	All markets
Flight		
- Directly with the airline	47.6%	42.9%
- Tour Operator or Travel Agency	52.4%	57.1%
Accommodation		
- Directly with the accommodation	37.6%	31.5%
- Tour Operator or Travel Agency	62.4%	68.5%

Where do they stay?

	Switzerland	All markets
1-2-3* Hotel	9.1%	11.5%
4* Hotel	34.5%	37.6%
5* Hotel / 5* Luxury Hotel	17.8%	9.0%
Aparthotel / Tourist Villa	15.4%	22.5%
House/room rented in a private dwelling	7.2%	5.9%
Private accommodation (1)	7.5%	7.2%
Others (Cottage, cruise, camping...)	8.4%	6.3%

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



What do they book?

	Switzerland	All markets
Room only	23.6%	27.9%
Bed and Breakfast	24.7%	12.4%
Half board	27.7%	21.2%
Full board	3.3%	3.6%
All inclusive	20.7%	34.9%

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28% of Swiss book half board.
(Canary Islands: 21.2%)

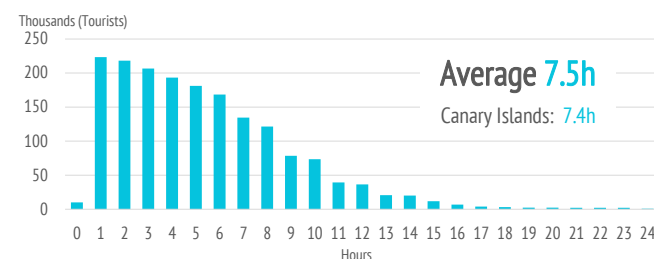
Other expenses

	Switzerland	All markets
Restaurants or cafes	64.9%	59.1%
Supermarkets	55.8%	52.1%
Car rental	32.8%	26.3%
Organized excursions	23.1%	20.6%
Taxi, transfer, chauffeur service	43.7%	50.0%
Theme Parks	7.3%	7.5%
Sport activities	11.3%	5.7%
Museums	5.3%	4.6%
Flights between islands	3.7%	4.4%

Activities in the Canary Islands

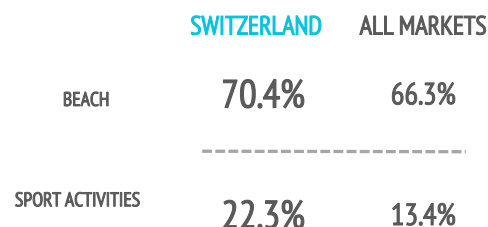
Outdoor time per day	Switzerland	All markets
0 hours	4.3%	2.1%
1 - 2 hours	7.2%	9.8%
3 - 6 hours	30.8%	32.6%
7 - 12 hours	48.8%	47.1%
More than 12 hours	8.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Switzerland	All markets
Beach	70.4%	66.3%
Walk, wander	52.3%	69.8%
Explore the island on their own	48.4%	45.2%
Swimming pool, hotel facilities	48.2%	58.2%
Taste Canarian gastronomy	25.9%	24.2%
Sport activities	22.3%	13.4%
Organized excursions	15.4%	16.9%
Theme parks	15.3%	14.1%
Nightlife / concerts / shows	15.2%	15.5%
Activities at sea	15.0%	10.0%
Nature activities	14.7%	10.4%
Museums / exhibitions	11.7%	10.1%
Sea excursions / whale watching	11.4%	11.1%
Wineries / markets / popular festivals	11.1%	11.6%
Beauty and health treatments	7.1%	5.4%
Astronomical observation	3.9%	3.5%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Switzerland	All markets
Lanzarote	38,623	2,521,668
Fuerteventura	31,318	1,659,115
Gran Canaria	83,826	3,698,127
Tenerife	67,059	5,040,382
La Palma	8,219	235,409

How many islands do they visit during their trip?

	Switzerland	All markets
One island	89.6%	91.4%
Two islands	7.6%	7.2%
Three or more islands	2.8%	1.4%

Internet usage during their trip

	Switzerland	All markets
Research		
- Tourist package	10.8%	14.8%
- Flights	9.8%	13.0%
- Accommodation	12.9%	16.9%
- Transport	16.9%	15.7%
- Restaurants	26.7%	28.4%
- Excursions	28.8%	26.2%
- Activities	33.3%	30.1%
Book or purchase		
- Tourist package	37.4%	39.4%
- Flights	71.6%	66.7%
- Accommodation	63.7%	57.3%
- Transport	41.8%	47.6%
- Restaurants	13.5%	12.1%
- Excursions	13.0%	13.0%
- Activities	15.2%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Switzerland	All markets
Did not use the Internet	4.6%	8.3%
Used the Internet	95.4%	91.7%
- Own Internet connection	21.6%	37.4%
- Free Wifi connection	59.5%	39.5%
Applications*		
- Search for locations or maps	64.0%	61.7%
- Search for destination info	46.4%	44.8%
- Share pictures or trip videos	53.6%	56.0%
- Download tourist apps	7.7%	7.0%
- Others	23.7%	22.6%

* Multi-choice question



64% of Swiss search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

Share by islands	Switzerland	All markets
Lanzarote	16.9%	19.2%
Fuerteventura	13.7%	12.6%
Gran Canaria	36.6%	28.1%
Tenerife	29.3%	38.3%
La Palma	3.6%	1.8%

MOST VISITED PLACES IN EACH ISLAND

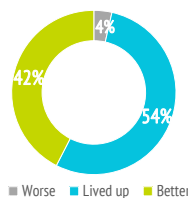


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Switzerland	All markets
Average rating	8.62	8.70
Experience in the Canary Islands		
Worse or much worse than expected	3.5%	2.3%
Lived up to expectations	54.0%	55.6%
Better or much better than expected	42.5%	42.1%

Future intentions (scale 1-10)	Switzerland	All markets
Return to the Canary Islands	8.28	8.73
Recommend visiting the Canary Island	8.63	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?

	Switzerland	All markets
Repeat tourists	64.6%	72.2%
Repeat tourists (last 5 years)	58.8%	66.7%
Repeat tourists (last 5 years) (5 or more)	18.2%	19.5%
At least 10 previous visits	18.3%	18.6%

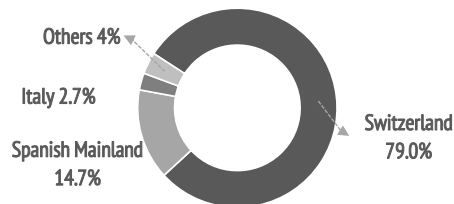
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Where does the flight come from?



	%	Absolute
Switzerland	79.0%	184,474
Spanish Mainland	14.7%	34,413
Italy	2.7%	6,415
Germany	1.9%	4,403
Portugal	0.8%	1,860
Austria	0.2%	498
Others	0.6%	1,459



Who do they come with?



	Switzerland	All markets
Unaccompanied	16.5%	9.6%
Only with partner	44.3%	48.1%
Only with children (< 13 years old)	5.8%	5.6%
Partner + children (< 13 years old)	5.0%	6.5%
Other relatives	6.3%	9.3%
Friends	8.3%	6.4%
Work colleagues	0.7%	0.5%
Organized trip	0.2%	0.3%
Other combinations (1)	13.1%	13.7%

(1) Different situations have been isolated

Tourists with children	14.2%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	12.0%	14.8%
- Between 0 -2 and 3-12 years	0.6%	1.4%
Tourists without children	85.8%	82.3%
Group composition:		
- 1 person	20.3%	13.2%
- 2 people	54.0%	55.1%
- 3 people	10.6%	12.0%
- 4 or 5 people	14.0%	16.3%
- 6 or more people	1.1%	3.5%
Average group size:	2.27	2.54



(Under the age of 13)

14.2% of Swiss travel with children.

(Canary Islands: 17.7%)

Who are they?



	Switzerland	All markets
Gender		
Men	53.0%	48.6%
Women	47.0%	51.4%
Age		
Average age (tourist > 15 years old)	44.9	47.1
Standard deviation	15.2	15.4
Age range (> 15 years old)		
16 - 24 years old	9.7%	7.3%
25 - 30 years old	11.6%	10.9%
31 - 45 years old	30.7%	28.0%
46 - 60 years old	30.4%	31.8%
Over 60 years old	17.6%	22.1%
Occupation		
Salaried worker	59.0%	55.0%
Self-employed	8.0%	11.5%
Unemployed	0.1%	1.1%
Business owner	16.5%	9.4%
Student	3.3%	3.5%
Retired	10.8%	17.9%
Unpaid domestic work	1.1%	0.8%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	9.8%	17.5%
€25,000 - €49,999	14.2%	37.5%
€50,000 - €74,999	26.9%	22.8%
More than €74,999	49.0%	22.2%
Education level		
No studies	0.3%	5.0%
Primary education	9.0%	2.6%
Secondary education	21.5%	23.6%
Higher education	69.1%	68.9%



6 IN 10 TOURISTS ARE REPEATERS

45 YEARS OLD
AVERAGE AGE

44% ONLY WITH PARTNER



Pictures: Freepik.com