

TOURIST PROFILE BY ISLAND OF STAY (2018)

SWITZERLAND

How many are they and how much do they spend?

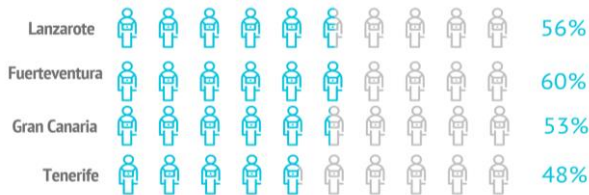


	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	36,799	42,227	107,300	85,684	5,381
- book holiday package	20,686	25,407	56,469	41,071	--
- do not book holiday package	16,113	16,820	50,831	44,613	--
- % tourists who book holiday package	56.2%	60.2%	52.6%	47.9%	--

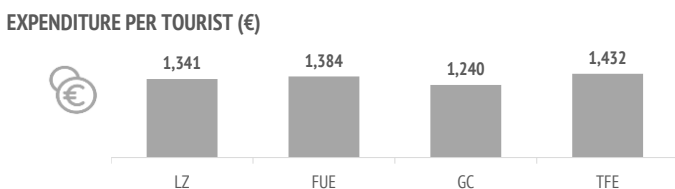
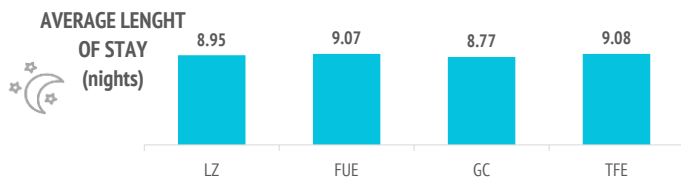
TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,341	1,384	1,240	1,432	--
- book holiday package	1,369	1,466	1,394	1,591	--
- holiday package	1,077	1,246	1,110	1,249	--
- others	291	219	283	342	--
- do not book holiday package	1,306	1,261	1,069	1,285	--
- flight	317	284	256	313	--
- accommodation	524	461	382	553	--
- others	465	516	431	420	--
Average length of stay	8.95	9.07	8.77	9.08	--
- book holiday package	8.11	8.89	8.13	8.91	--
- do not book holiday package	10.02	9.35	9.47	9.24	--
Average daily expenditure (€)	163.1	160.5	154.4	166.4	--
- book holiday package	172.7	170.9	174.7	181.8	--
- do not book holiday package	150.7	144.7	131.9	152.2	--
Total turnover (> 15 years old) (€m)	49	58	133	123	--
- book holiday package	28	37	79	65	--
- do not book holiday package	21	21	54	57	--



Importance of each factor in the destination choice

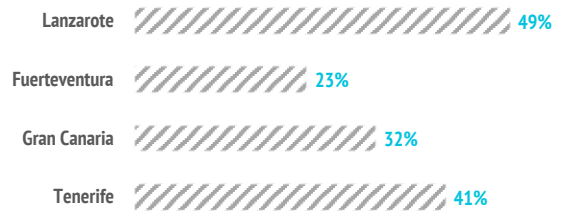


	LZ	FUE	GC	TFE	LP
Climate	78.4%	71.3%	80.4%	69.1%	--
Sea	54.5%	65.3%	51.2%	49.7%	--
Tranquility	48.1%	56.3%	50.1%	42.8%	--
Safety	48.6%	51.3%	51.7%	40.1%	--
Beaches	34.2%	52.5%	49.6%	34.3%	--
Landscapes	49.4%	22.8%	31.9%	41.0%	--
Effortless trip	40.5%	34.1%	41.1%	31.9%	--
Accommodation supply	27.6%	39.2%	41.7%	28.5%	--
European belonging	37.7%	32.2%	35.0%	33.9%	--
Gastronomy	32.6%	29.3%	32.1%	33.1%	--
Environment	33.5%	27.6%	28.1%	23.2%	--
Price	20.5%	34.4%	31.1%	22.4%	--
Authenticity	22.7%	12.6%	24.9%	18.1%	--
Fun possibilities	13.3%	15.3%	20.1%	15.8%	--
Hiking trail network	15.2%	8.2%	6.4%	14.7%	--
Shopping	8.7%	5.3%	13.1%	11.7%	--
Culture	11.4%	3.2%	10.4%	9.2%	--
Historical heritage	11.3%	5.3%	8.4%	8.0%	--
Exoticism	4.8%	5.6%	8.0%	9.4%	--
Nightlife	5.9%	4.4%	9.0%	6.8%	--

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE LANDSCAPES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	32.9%	48.9%	51.3%	47.6%	--
Enjoy family time	11.9%	14.6%	12.5%	9.0%	--
Have fun	5.6%	2.0%	10.5%	10.2%	--
Explore the destination	39.9%	21.4%	19.9%	25.0%	--
Practice their hobbies	4.1%	10.9%	4.0%	4.0%	--
Other reasons	5.7%	2.3%	1.9%	4.3%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.0%	0.9%	0.5%	--
Between 1 and 30 days	12.4%	27.4%	22.1%	28.5%	--
Between 1 and 2 months	28.0%	30.1%	30.8%	24.2%	--
Between 3 and 6 months	39.3%	28.4%	34.8%	31.3%	--
More than 6 months	20.3%	14.1%	11.4%	15.5%	--

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? 🔍

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	43.3%	53.4%	41.8%	34.4%	--
Friends or relatives	18.2%	18.7%	28.8%	29.6%	--
Internet or social media	75.4%	65.3%	56.5%	61.2%	--
Mass Media	7.2%	0.0%	1.8%	1.5%	--
Travel guides and magazines	18.7%	9.8%	11.0%	10.8%	--
Travel Blogs or Forums	8.6%	1.1%	2.9%	3.0%	--
Travel TV Channels	0.0%	1.6%	1.7%	0.4%	--
Tour Operator or Travel Agency	25.6%	24.9%	23.3%	13.3%	--
Public administrations or similar	0.0%	0.0%	0.0%	0.7%	--
Others	1.3%	2.8%	1.8%	3.7%	--

* Multi-choise question

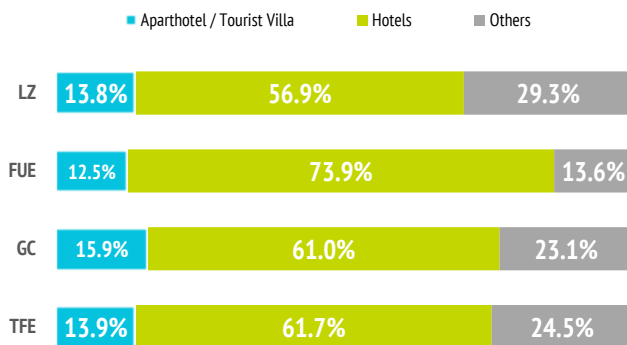
With whom did they book their flight and accommodation? 🗣️

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	43.3%	32.3%	46.9%	48.6%	--
- Tour Operator or Travel Agency	56.7%	67.7%	53.1%	51.4%	--
Accommodation					
- Directly with the accommodation	40.0%	20.5%	30.6%	36.4%	--
- Tour Operator or Travel Agency	60.0%	79.5%	69.4%	63.6%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	5.2%	11.6%	16.0%	11.8%	--
4* Hotel	43.2%	59.0%	33.0%	32.1%	--
5* Hotel / 5* Luxury Hotel	8.5%	3.3%	12.0%	17.8%	--
Aparthotel / Tourist Villa	13.8%	12.5%	15.9%	13.9%	--
House/room rented in a private dwelling	12.4%	4.2%	5.3%	7.8%	--
Private accommodation (1)	4.3%	5.3%	9.1%	6.8%	--
Others (Cottage, cruise, camping,...)	12.5%	4.1%	8.8%	9.8%	--

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



What do they book? 🍽️

	LZ	FUE	GC	TFE	LP
Room only	33.3%	15.9%	25.8%	24.2%	--
Bed and Breakfast	14.1%	17.6%	19.0%	27.7%	--
Half board	35.3%	29.8%	39.1%	32.1%	--
Full board	1.8%	6.2%	0.8%	4.2%	--
All inclusive	15.5%	30.6%	15.2%	11.8%	--

Other expenses 📍

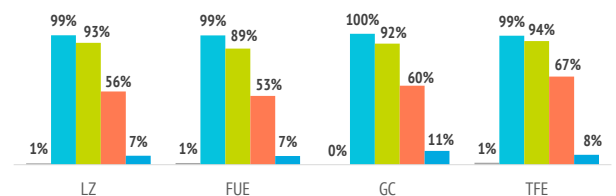
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	79.1%	67.6%	74.4%	66.6%	--
Supermarkets	60.2%	51.3%	61.6%	55.4%	--
Car rental	59.0%	33.5%	24.3%	38.2%	--
Organized excursions	24.6%	24.2%	16.6%	29.8%	--
Taxi, transfer, chauffeur service	39.1%	60.3%	59.7%	44.4%	--
Theme Parks	6.7%	7.6%	4.6%	10.6%	--
Sport activities	6.8%	17.3%	8.6%	10.2%	--
Museums	31.8%	6.0%	5.5%	1.7%	--
Flights between islands	8.6%	12.7%	5.5%	5.6%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.1%	1.3%	0.0%	1.5%	--
1 - 2 hours	5.8%	10.1%	7.6%	4.0%	--
3 - 6 hours	37.1%	36.1%	32.1%	27.2%	--
7 - 12 hours	49.1%	46.0%	49.9%	59.7%	--
More than 12 hours	6.9%	6.6%	10.5%	7.6%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	63.5%	83.3%	79.8%	71.1%	--
Walk, wander	62.9%	47.2%	46.1%	53.6%	--
Explore the island on their own	66.7%	48.4%	43.2%	45.3%	--
Swimming pool, hotel facilities	47.7%	48.3%	46.7%	41.9%	--
Taste Canarian gastronomy	25.2%	27.3%	27.3%	26.1%	--
Sport activities	20.1%	36.0%	22.2%	20.2%	--
Nature activities	23.3%	26.8%	9.7%	15.1%	--
Organized excursions	16.7%	15.3%	12.6%	17.3%	--
Activities at sea	15.8%	30.1%	9.0%	15.3%	--
Theme parks	5.8%	11.4%	13.1%	21.1%	--
Nightlife / concerts / shows	5.9%	11.7%	19.6%	7.6%	--
Museums / exhibitions	35.0%	13.4%	8.6%	7.0%	--
Wineries / markets / popular festivals	20.3%	7.9%	11.7%	6.5%	--
Sea excursions / whale watching	3.2%	9.0%	7.1%	18.9%	--
Beauty and health treatments	5.5%	6.0%	6.8%	6.5%	--
Astronomical observation	5.9%	8.0%	1.2%	6.3%	--

* Multi-choise question

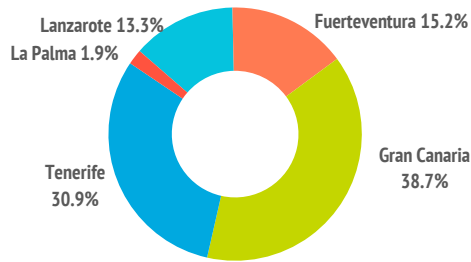
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2018)

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Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	89.7%	87.0%	91.5%	90.5%	--
Two islands	10.3%	13.0%	7.3%	7.8%	--
Three or more islands	0.0%	0.0%	1.2%	1.8%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	6.5%	13.7%	13.7%	7.8%	--
- Flights	8.3%	8.5%	15.8%	8.5%	--
- Accommodation	12.2%	15.9%	21.5%	12.0%	--
- Transport	11.2%	16.3%	18.0%	16.0%	--
- Restaurants	22.1%	33.9%	25.4%	33.9%	--
- Excursions	31.1%	31.5%	28.7%	30.1%	--
- Activities	27.8%	37.3%	35.9%	33.4%	--
Book or purchase					
- Tourist package	18.3%	42.1%	36.0%	31.0%	--
- Flights	61.1%	69.2%	65.1%	71.6%	--
- Accommodation	60.3%	58.2%	50.3%	63.8%	--
- Transport	43.2%	38.3%	22.0%	45.2%	--
- Restaurants	3.4%	8.2%	8.1%	9.3%	--
- Excursions	2.0%	4.7%	12.1%	18.4%	--
- Activities	1.9%	11.2%	12.7%	20.6%	--
<i>* Multi-choise question</i>					
Internet usage in the Canary Islands					
Did not use the Internet	8.4%	6.0%	7.5%	7.6%	--
Used the Internet	91.6%	94.0%	92.5%	92.4%	--
- Own Internet connection	11.2%	22.1%	21.6%	15.5%	--
- Free Wifi connection	73.5%	62.3%	58.8%	64.4%	--
Applications*					
- Search for locations or maps	71.3%	50.2%	62.7%	66.9%	--
- Search for destination info	49.2%	49.8%	43.2%	50.0%	--
- Share pictures or trip videos	56.9%	53.3%	54.4%	50.1%	--
- Download tourist apps	9.1%	12.0%	5.9%	7.6%	--
- Others	17.9%	28.8%	18.4%	17.2%	--
<i>* Multi-choise question</i>					

Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.61	8.26	8.61	8.48	--
Experience in the Canary Islands					
Worse or much worse than expected	3.4%	4.0%	3.6%	1.4%	--
Lived up to expectations	56.5%	59.9%	65.0%	60.0%	--
Better or much better than expected	40.1%	36.0%	31.4%	38.6%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.74	8.17	8.25	8.33	--
Recommend visiting the Canary Islands	9.11	8.66	8.67	8.67	--

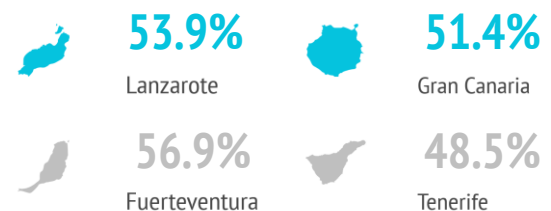
BETTER OR MUCH BETTER THAN EXPECTED



How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	53.9%	56.9%	51.4%	48.5%	--
At least 10 previous visits	3.8%	4.4%	12.2%	5.0%	--
Repeat tourists	65.8%	62.3%	61.1%	55.0%	--
At least 10 previous visits	12.2%	14.6%	16.8%	11.4%	--

REPEAT TOURIST OF EACH ISLAND



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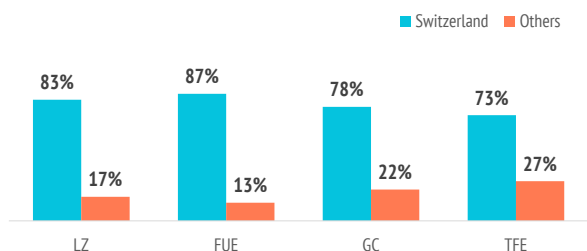
SWITZERLAND

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Switzerland	83.4%	87.5%	78.5%	72.7%	--
Spanish Mainland	8.0%	3.0%	14.6%	18.3%	--
Germany	1.7%	7.5%	2.8%	2.9%	--
Italy	3.0%	0.6%	2.1%	4.6%	--
Belgium	0.0%	0.0%	0.3%	1.1%	--
France	1.2%	0.0%	0.6%	0.0%	--
United Kingdom	1.5%	0.0%	0.0%	0.5%	--
Others	1.1%	1.4%	1.0%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	7.6%	13.9%	12.5%	7.2%	--
Only with partner	49.5%	50.8%	45.7%	56.2%	--
Only with children (< 13 years old)	6.8%	1.3%	4.6%	4.7%	--
Partner + children (< 13 years old)	4.5%	3.8%	4.2%	5.4%	--
Other relatives	7.2%	6.7%	5.8%	8.3%	--
Friends	7.6%	7.5%	10.6%	7.3%	--
Work colleagues	0.0%	0.0%	0.7%	0.0%	--
Organized trip	0.0%	0.0%	0.0%	0.0%	--
Other combinations ⁽¹⁾	16.8%	16.1%	15.9%	11.0%	--

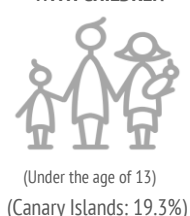
(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
Tourists with children	16.1%	12.7%	9.9%	11.8%	--
- Between 0 and 2 years old	2.5%	0.0%	2.2%	1.3%	--
- Between 3 and 12 years old	10.2%	9.3%	7.7%	9.7%	--
- Between 0-2 and 3-12 years	3.4%	3.4%	0.0%	0.9%	--

Tourists without children	LZ	FUE	GC	TFE	LP
Tourists without children	83.9%	87.3%	90.1%	88.2%	--

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	7.6%	17.8%	16.4%	13.0%	--
- 2 people	62.6%	61.4%	57.5%	66.0%	--
- 3 people	11.3%	9.1%	11.9%	9.2%	--
- 4 or 5 people	13.4%	7.6%	14.2%	10.9%	--
- 6 or more people	5.2%	4.1%	0.0%	0.9%	--
Average group size:	2.61	2.27	2.25	2.26	--

TOURIST TRAVELLING WITH CHILDREN



Lanzarote	16.1%
Fuerteventura	12.7%
Gran Canaria	9.9%
Tenerife	11.8%

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	42.2%	33.3%	52.8%	48.9%	--
Women	57.8%	66.7%	47.2%	51.1%	--
Age					
Average age (tourist > 15 years old)	44.6	45.8	44.3	40.7	--
Standard deviation	14.5	14.6	16.0	15.3	--
Age range (> 15 years old)					
16 - 24 years old	9.0%	8.9%	13.6%	13.9%	--
25 - 30 years old	12.5%	10.5%	13.2%	15.8%	--
31 - 45 years old	28.1%	27.8%	24.5%	34.2%	--
46 - 60 years old	36.6%	34.3%	31.2%	23.1%	--
Over 60 years old	13.8%	18.6%	17.5%	13.1%	--
Occupation					
Salaried worker	66.6%	64.9%	59.4%	58.9%	--
Self-employed	9.2%	1.6%	6.2%	6.1%	--
Unemployed	0.0%	0.0%	0.5%	0.5%	--
Business owner	7.5%	11.9%	9.6%	17.0%	--
Student	5.5%	5.3%	9.3%	7.9%	--
Retired	11.2%	15.2%	13.2%	7.6%	--
Unpaid domestic work	0.0%	1.1%	0.4%	0.7%	--
Others	0.0%	0.0%	1.4%	1.3%	--
Annual household income level					
Less than €25,000	4.8%	6.0%	4.8%	3.4%	--
€25,000 - €49,999	12.2%	11.5%	15.5%	14.7%	--
€50,000 - €74,999	31.1%	33.9%	30.7%	30.3%	--
More than €74,999	52.0%	48.6%	49.0%	51.7%	--
Education level					
No studies	0.0%	0.0%	0.8%	0.5%	--
Primary education	4.7%	9.2%	8.4%	9.3%	--
Secondary education	17.7%	31.4%	20.3%	18.3%	--
Higher education	77.6%	59.4%	70.5%	72.0%	--



PERCENTAGE OF WOMEN



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.