TOURIST PROFILE BY ISLAND OF STAY (2019)
SWITZERLAND

Canary Islands — LATITUDE of LIFE

How many are they and how much do they spend?

TOURISTS	LZ	FUE	GC	TFE	LP
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	38,623	31,318	83,826	67,059	8,219
- book holiday package	17,711	20,777	45,630	24,710	--
- do not book holiday package	20,912	10,541	38,196	42,349	--
- % tourists who book holiday package	45.9%	66.3%	54.4%	36.8%	--

TOURISTS

LZ	FUE	GC	TFE	LP
38,623	31,318	83,826	67,059	8,219

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	46%
Fuerteventura	66%
Gran Canaria	54%
Tenerife	37%
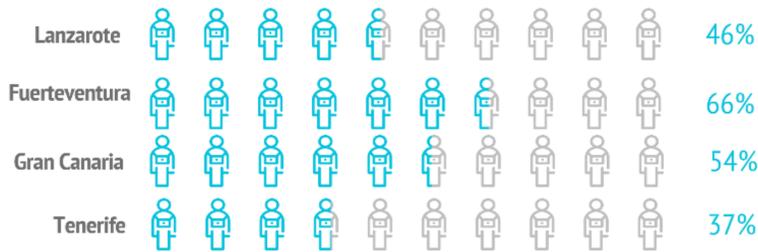
	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,453**	**1,447**	**1,536**	**1,442**	**--**
- book holiday package	1,511	1,561	1,570	1,623	--
- holiday package	1,242	1,331	1,300	1,187	--
- others	269	229	271	436	--
- do not book holiday package	1,405	1,223	1,496	1,337	--
- flight	306	281	456	378	--
- accommodation	556	536	509	469	--
- others	543	406	531	489	--
Average lenght of stay	**10.00**	**8.82**	**10.04**	**9.20**	**--**
- book holiday package	9.25	8.62	8.77	7.89	--
- do not book holiday package	10.63	9.21	11.57	9.96	--
Average daily expenditure (€)	**154.6**	**171.4**	**180.5**	**174.0**	**--**
- book holiday package	167.6	188.9	193.0	204.7	--
- do not book holiday package	143.5	136.9	165.6	156.1	--
Total turnover (> 15 years old) (€m)	**56**	**45**	**129**	**97**	**--**
- book holiday package	27	32	72	40	--
- do not book holiday package	29	13	57	57	--

AVERAGE LENGHT OF STAY (nights)

LZ	FUE	GC	TFE
10.00	8.82	10.04	9.20

EXPENDITURE PER TOURIST (€)
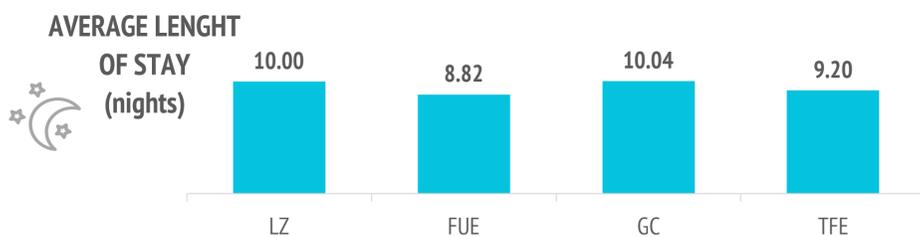
LZ	FUE	GC	TFE
1,453	1,447	1,536	1,442
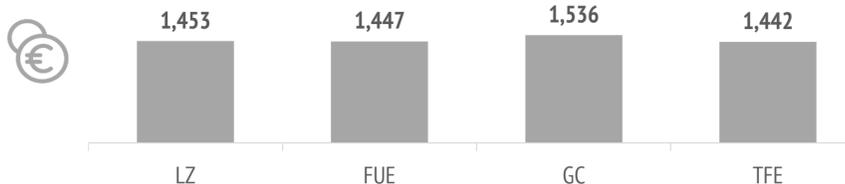
Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	74.9%	80.3%	77.2%	75.5%	--
Sea	45.3%	72.9%	55.6%	48.0%	--
Safety	60.2%	49.1%	46.2%	42.1%	--
Tranquility	48.9%	56.0%	41.6%	37.0%	--
Beaches	29.9%	64.6%	48.2%	33.2%	--
Accommodation supply	38.3%	39.2%	42.4%	32.1%	--
European belonging	38.7%	35.4%	41.0%	30.7%	--
Effortless trip	31.7%	42.0%	40.1%	28.6%	--
Landscapes	39.3%	32.6%	22.3%	39.9%	--
Gastronomy	36.7%	37.2%	35.5%	28.1%	--
Environment	32.4%	22.3%	22.0%	32.6%	--
Price	23.0%	26.0%	28.6%	20.9%	--
Authenticity	28.6%	19.9%	19.7%	16.9%	--
Fun possibilities	16.0%	12.6%	14.1%	21.0%	--
Hiking trail network	11.7%	4.8%	4.5%	15.6%	--
Exoticism	10.1%	7.7%	8.1%	10.0%	--
Shopping	5.8%	7.0%	9.4%	3.9%	--
Nightlife	4.5%	6.2%	7.7%	7.6%	--
Historical heritage	9.9%	1.6%	4.7%	6.1%	--
Culture	9.5%	1.3%	4.6%	4.9%	--

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

Lanzarote	39%
Fuerteventura	33%
Gran Canaria	22%
Tenerife	40%
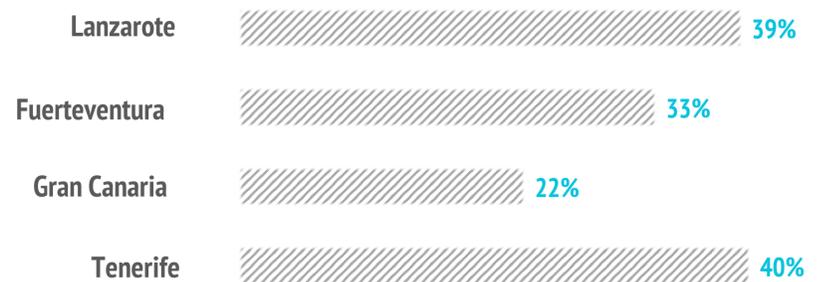
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	39.2%	62.3%	63.8%	37.3%	--
Enjoy family time	3.8%	9.4%	10.6%	14.1%	--
Have fun	6.5%	0.5%	8.4%	16.1%	--
Explore the destination	38.1%	16.3%	12.1%	25.2%	--
Practice their hobbies	10.0%	5.6%	3.0%	5.9%	--
Other reasons	2.4%	5.9%	2.0%	1.4%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.0%	1.5%	0.7%	--
Between 1 and 30 days	32.3%	20.3%	27.7%	29.7%	--
Between 1 and 2 months	22.9%	26.6%	19.1%	25.2%	--
Between 3 and 6 months	29.4%	35.8%	39.7%	25.9%	--
More than 6 months	15.4%	17.3%	12.1%	18.5%	--

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	52.0%	45.8%	48.6%	26.9%	--
Friends or relatives	28.1%	16.3%	24.7%	39.0%	--
Internet or social media	65.2%	59.0%	57.7%	63.1%	--
Mass Media	0.0%	1.8%	2.6%	0.4%	--
Travel guides and magazines	23.5%	5.8%	7.3%	8.6%	--
Travel Blogs or Forums	5.8%	5.8%	3.2%	8.2%	--
Travel TV Channels	0.0%	0.0%	0.4%	1.1%	--
Tour Operator or Travel Agency	25.5%	27.3%	17.6%	13.8%	--
Public administrations or similar	0.0%	0.7%	0.0%	0.0%	--
Others	1.7%	1.8%	2.0%	1.6%	--

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	55.3%	34.1%	41.1%	56.0%	--
- Tour Operator or Travel Agency	44.7%	65.9%	58.9%	44.0%	--
Accommodation					
- Directly with the accommodation	47.7%	21.4%	34.8%	41.4%	--
- Tour Operator or Travel Agency	52.3%	78.6%	65.2%	58.6%	--

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	5.9%	7.5%	16.0%	4.2%	--
4* Hotel	34.3%	51.0%	29.0%	33.1%	--
5* Hotel / 5* Luxury Hotel	15.9%	16.5%	18.1%	22.7%	--
Aparthotel / Tourist Villa	19.5%	7.5%	19.3%	11.0%	--
House/room rented in a private dwelling	2.4%	5.4%	5.4%	12.0%	--
Private accommodation (1)	5.4%	5.4%	5.0%	11.7%	--
Others (Cottage, cruise, camping,..)	16.6%	6.7%	7.3%	5.3%	--

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

Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
LZ	19.5%	56.2%	24.4%
FUE	7.5%	74.9%	17.6%
GC	19.3%	63.0%	17.7%
TFE	11.0%	60.0%	29.0%
LP			
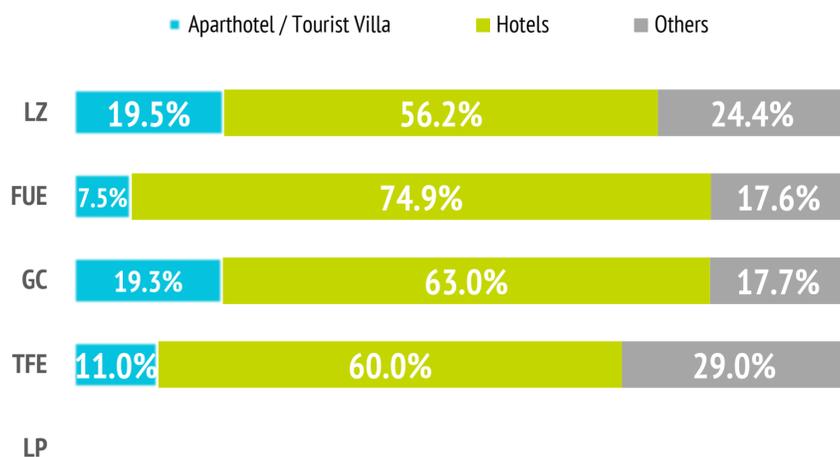
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	20.5%	16.6%	23.4%	25.1%	--
Bed and Breakfast	32.7%	8.4%	22.8%	32.7%	--
Half board	25.3%	27.2%	32.5%	22.6%	--
Full board	0.0%	8.2%	3.3%	2.4%	--
All inclusive	21.5%	39.6%	18.0%	17.1%	--

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	67.3%	57.7%	66.5%	63.5%	--
Supermarkets	49.7%	40.2%	63.7%	52.2%	--
Car rental	38.4%	31.9%	25.7%	35.1%	--
Organized excursions	33.9%	12.6%	19.9%	26.9%	--
Taxi, transfer, chauffeur service	46.9%	36.7%	55.7%	33.6%	--
Theme Parks	6.0%	6.2%	4.1%	14.1%	--
Sport activities	12.1%	10.7%	10.7%	13.3%	--
Museums	17.5%	2.0%	1.7%	4.0%	--
Flights between islands	6.8%	4.3%	3.5%	0.8%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	8.7%	6.5%	2.2%	4.3%	--
1 - 2 hours	2.2%	14.1%	9.3%	5.4%	--
3 - 6 hours	46.6%	28.1%	27.4%	25.5%	--
7 - 12 hours	40.7%	43.6%	49.2%	55.5%	--
More than 12 hours	1.7%	7.7%	11.9%	9.3%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

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

	0 hours	More than 1 hour	More than 3 hours	More than 7 hours	More than 12 hours
LZ	9%	91%	89%	42%	2%
FUE	6%	94%	79%	51%	8%
GC	2%	98%	88%	61%	12%
TFE	4%	96%	90%	65%	9%
LP	0%	100%	100%	66%	16%
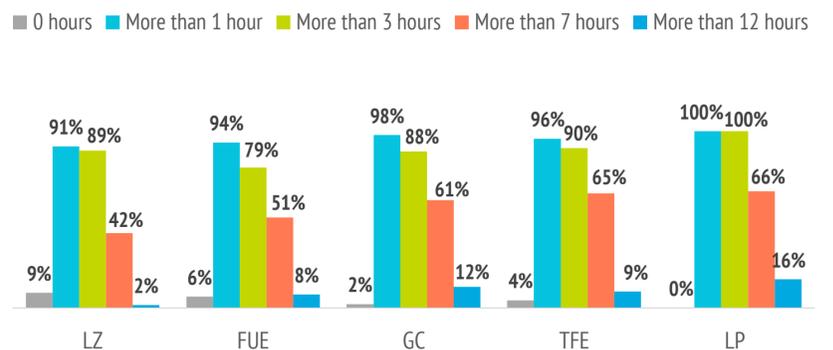
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	72.1%	76.9%	76.3%	62.2%	--
Walk, wander	57.7%	42.5%	46.5%	57.5%	--
Explore the island on their own	62.4%	40.9%	38.2%	53.4%	--
Swimming pool, hotel facilities	49.1%	47.5%	52.9%	46.2%	--
Taste Canarian gastronomy	30.9%	17.1%	23.5%	30.7%	--
Sport activities	20.0%	21.7%	19.2%	28.2%	--
Organized excursions	19.7%	14.4%	8.8%	21.2%	--
Theme parks	11.2%	9.5%	10.6%	28.9%	--
Nightlife / concerts / shows	3.2%	7.2%	20.7%	21.8%	--
Activities at sea	16.0%	17.8%	14.2%	12.4%	--
Nature activities	10.6%	11.7%	12.4%	17.0%	--
Museums / exhibitions	30.4%	2.8%	8.3%	9.8%	--
Sea excursions / whale watching	4.8%	7.9%	10.9%	15.9%	--
Wineries / markets / popular festiva	23.5%	6.5%	8.5%	10.1%	--
Beauty and health treatments	3.4%	5.2%	7.6%	9.8%	--
Astronomical observation	1.6%	4.2%	2.1%	7.0%	--

* Multi-choise question

CANARY ISLANDS

Swimming pool
Sea excursions Museums Walk Organized excursions
Activities at sea Beach Nature activities
Nightlife Theme parks
Explore the island
Astronomical observation Taste Canarian gastronomy
Beauty and health treatments Sport activities
Wineries / markets

Which island do they choose?

Lanzarote 16.9%
La Palma 3.6%
Fuerteventura 13.7%
Tenerife 29.3%
Gran Canaria 36.6%
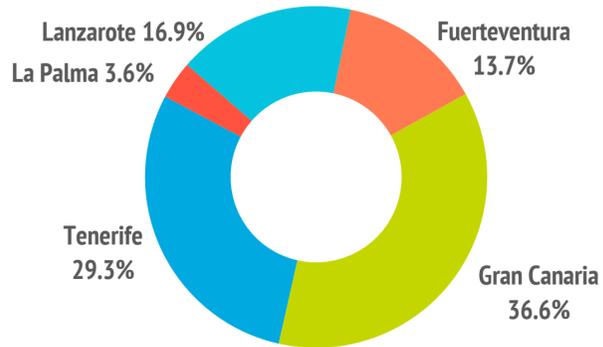
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	84.9%	91.0%	93.1%	91.8%	--
Two islands	13.5%	9.0%	5.5%	4.1%	--
Three or more islands	1.6%	0.0%	1.4%	4.2%	--

% TOURISTS VISITNG MORE THAN ONE ISLAND

Lanzarote 15.1%
Gran Canaria 6.9%
Fuerteventura 9.0%
Tenerife 8.2%

Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	12.7%	16.1%	8.2%	11.0%	--
- Flights	13.9%	9.1%	8.6%	10.1%	--
- Accommodation	20.2%	12.1%	11.6%	10.6%	--
- Transport	21.6%	6.6%	17.0%	18.5%	--
- Restaurants	27.7%	25.6%	20.5%	31.0%	--
- Excursions	18.5%	22.9%	30.8%	35.3%	--
- Activities	30.0%	25.7%	30.5%	42.6%	--
Book or purchase					
- Tourist package	29.1%	42.9%	45.2%	32.7%	--
- Flights	68.2%	64.5%	68.3%	80.0%	--
- Accommodation	58.3%	59.1%	60.7%	73.4%	--
- Transport	50.6%	48.9%	30.1%	47.6%	--
- Restaurants	14.8%	4.7%	15.1%	14.5%	--
- Excursions	17.2%	9.9%	7.2%	18.4%	--
- Activities	13.6%	21.9%	10.2%	17.6%	--

Multi-choise question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**3.0%**	**2.7%**	**5.8%**	**5.7%**	--
Used the Internet	**97.0%**	**97.3%**	**94.2%**	**94.3%**	--
- Own Internet connection	22.2%	19.1%	23.1%	17.8%	--
- Free Wifi connection	60.7%	65.5%	58.8%	59.0%	--
Applications*					
- Search for locations or maps	69.2%	60.8%	58.4%	68.8%	--
- Search for destination info	51.2%	38.4%	44.9%	48.9%	--
- Share pictures or trip videos	52.7%	59.4%	52.5%	52.8%	--
- Download tourist apps	7.2%	10.6%	5.0%	9.4%	--
- Others	22.1%	24.0%	29.6%	17.9%	--

Multi-choise question

Which is the most visited place in each island?

LANZAROTE
52%
MONTAÑA DEL FUEGO

FUERTEVENTURA
38%
PLAYAS DE JANDÍA

GRAN CANARIA
63%
DUNAS DE MASPALOMAS

TENERIFE
51%
PARQUE NACIONAL DEL TEIDE

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	8.88	8.59	8.59	8.47	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	1.0%	7.2%	1.1%	6.5%	--
Lived up to expectations	51.3%	59.6%	57.9%	48.5%	--
Better or much better than expected	47.8%	33.2%	41.0%	45.0%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.81	8.05	8.31	7.99	--
Recommend visiting the Canary Islands	9.06	8.34	8.64	8.42	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	67.3%	57.4%	63.4%	44.1%	--
At least 10 previous visits	8.9%	3.3%	17.5%	7.0%	--
Repeat tourists	74.4%	66.2%	68.8%	50.0%	--
At least 10 previous visits	20.0%	11.9%	23.3%	13.8%	--

REPEAT TOURIST OF EACH ISLAND

67.3% Lanzarote
63.4% Gran Canaria
57.4% Fuerteventura
44.1% Tenerife

TOURIST PROFILE BY ISLAND OF STAY (2019)
SWITZERLAND

Canary Islands — LATITUDE OF LIFE

Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Switerland	83.2%	85.0%	83.6%	69.4%	--
Spanish Mainland	9.0%	6.7%	13.5%	21.5%	--
Italy	4.1%	4.2%	0.3%	4.8%	--
Germany	2.5%	3.4%	0.6%	2.8%	--
Portugal	0.0%	0.0%	1.1%	0.8%	--
Austria	0.0%	0.0%	0.0%	0.7%	--
France	0.0%	0.0%	0.6%	0.0%	--
United Kingdom	1.1%	0.0%	0.0%	0.0%	--
Netherlands	0.0%	0.0%	0.4%	0.0%	--
Luxembourg	0.0%	0.7%	0.0%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

■ Switerland ■ Others

	LZ	FUE	GC	TFE
Switerland	83%	85%	84%	69%
Others	17%	15%	16%	31%
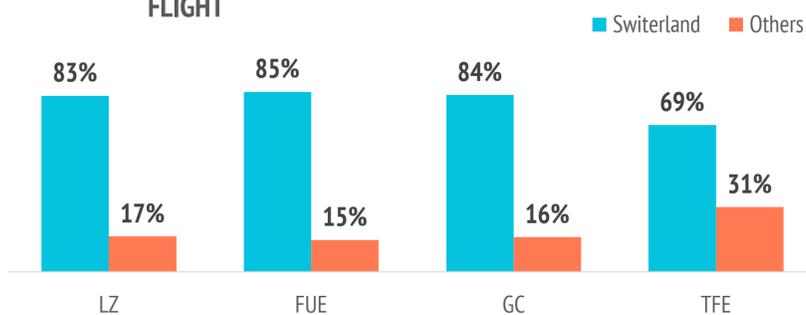
Who do they come with? 👫

	LZ	FUE	GC	TFE	LP
Unaccompanied	11.5%	13.8%	16.6%	19.6%	--
Only with partner	52.6%	48.5%	43.9%	36.1%	--
Only with children (< 13 years old)	4.6%	4.4%	7.6%	6.0%	--
Partner + children (< 13 years old)	6.2%	9.1%	2.7%	6.0%	--
Other relatives	7.0%	4.4%	6.6%	7.1%	--
Friends	6.5%	9.2%	8.6%	8.9%	--
Work colleagues	0.0%	0.6%	1.0%	0.7%	--
Organized trip	0.0%	0.0%	0.5%	0.0%	--
Other combinations [1]	11.6%	9.9%	12.5%	15.6%	--

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**14.5%**	**16.0%**	**13.6%**	**15.9%**	**--**
- Between 0 and 2 years old	4.0%	0.0%	0.0%	3.1%	--
- Between 3 and 12 years old	10.5%	15.4%	12.5%	12.8%	--
- Between 0 -2 and 3-12 years o	0.0%	0.6%	1.0%	0.0%	--
Tourists without children	**85.5%**	**84.0%**	**86.4%**	**84.1%**	**--**
Group composition:					
- 1 person	17.3%	18.3%	19.8%	22.8%	--
- 2 people	61.7%	53.5%	53.3%	49.7%	--
- 3 people	6.6%	10.8%	14.1%	9.6%	--
- 4 or 5 people	14.4%	15.9%	11.4%	16.7%	--
- 6 or more people	0.0%	1.4%	1.4%	1.3%	--
Average group size:	**2.24**	**2.39**	**2.28**	**2.28**	**--**

Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	48.8%	53.3%	55.4%	50.7%	--
Women	51.2%	46.7%	44.6%	49.3%	--
Age					
Average age (tourist > 15 years old)	44.6	46.1	45.3	42.9	--
Standard deviation	15.9	14.2	15.3	14.9	--
Age range (> 15 years old)					
16 - 24 years old	5.8%	6.6%	11.0%	13.0%	--
25 - 30 years old	16.0%	11.0%	8.6%	14.4%	--
31 - 45 years old	32.7%	29.0%	31.2%	29.9%	--
46 - 60 years old	24.1%	38.7%	31.7%	29.1%	--
Over 60 years old	21.5%	14.7%	17.5%	13.6%	--
Occupation					
Salaried worker	58.6%	65.2%	54.4%	60.7%	--
Self-employed	8.4%	4.1%	10.7%	6.7%	--
Unemployed	0.0%	0.0%	0.0%	0.4%	--
Business owner	14.5%	15.0%	20.6%	14.7%	--
Student	0.9%	4.4%	3.6%	4.1%	--
Retired	15.9%	8.3%	10.0%	9.0%	--
Unpaid domestic work	1.8%	1.9%	0.4%	1.6%	--
Others	0.0%	1.0%	0.3%	2.8%	--
Annual household income level					
Less than €25,000	9.0%	9.2%	7.6%	12.3%	--
€25,000 - €49,999	17.2%	14.0%	14.5%	11.7%	--
€50,000 - €74,999	39.6%	22.9%	25.2%	23.5%	--
More than €74,999	34.2%	54.0%	52.6%	52.5%	--
Education level					
No studies	0.0%	0.0%	0.0%	1.1%	--
Primary education	6.8%	8.5%	10.3%	7.2%	--
Secondary education	9.3%	19.1%	27.2%	23.3%	--
Higher education	83.9%	72.3%	62.5%	68.4%	--

AVERAGE AGE (> 15 years olf)

Lanzarote	44.6
Fuerteventura	46.1
Gran Canaria	45.3
Tenerife	42.9

% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
34%	54%	53%	53%

TOURIST TRAVELLING WITH CHILDREN

Lanzarote	14.5%
Fuerteventura	16.,%
Gran Canaria	13.6%
Tenerife	15.9%

(Under the age of 13)

% OF TOURISTS TRAVELLING ONLY WITH PARTNER

Lanzarote	53%
Fuerteventura	49%
Gran Canaria	44%
Tenerife	36%