

Tourist profile by quarter of trip (2016)

Canary Islands: Swiss market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	51,548	56,494	64,929	83,223	256,194
Average daily expenditure (€)	179.84	177.19	162.00	185.41	176.54
. in their place of residence	130.08	133.15	119.31	137.36	130.39
. in the Canary Islands	49.76	44.04	42.70	48.05	46.15
Average length of stay	9.39	9.95	9.61	9.08	9.47
Turnover per tourist (€)	1,528	1,530	1,437	1,548	1,512
Total turnover (> 16 years old) (€m)	78.7	86.5	93.3	128.8	387.3
Swiss turnover: share by quarter	20.3%	22.3%	24.1%	33.3%	100%
Swiss tourist arrivals: share by quarter	20.1%	22.1%	25.3%	32.5%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	82.46	84.67	63.66	74.91	75.73
- Accommodation	67.38	76.53	55.71	68.23	66.72
- Additional accommodation expenses	15.08	8.14	7.95	6.68	9.02
Transport:	29.28	25.08	32.53	32.05	30.08
- Public transport	3.26	2.88	3.57	5.37	3.94
- Taxi	4.52	3.81	9.31	7.06	6.40
- Car rental	21.49	18.39	19.65	19.62	19.73
Food and drink:	188.22	188.55	128.85	179.84	170.53
- Food purchases at supermarkets	79.73	84.17	40.88	54.66	62.72
- Restaurants	108.50	104.39	87.97	125.19	107.81
Souvenirs:	81.44	60.20	70.59	67.02	69.32
Leisure:	61.26	39.48	57.66	29.41	45.20
- Organized excursions	12.87	14.61	21.41	11.95	15.12
- Leisure, amusement	2.61	3.35	7.09	2.91	4.01
- Trip to other islands	0.68	0.38	2.74	0.76	1.16
- Sporting activities	11.90	7.13	11.92	6.97	9.25
- Cultural activities	1.60	4.20	2.94	2.42	2.78
- Discos and disco-pubs	31.60	9.80	11.55	4.41	12.88
Others:	36.44	24.79	28.79	23.86	27.84
- Wellness	10.69	6.12	8.20	8.76	8.42
- Medical expenses	2.20	3.96	0.60	0.84	1.74
- Other expenses	23.54	14.71	19.99	14.26	17.68

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	1.3%	0.1%	0.0%	0.0%	0.3%
Between 2 and 7 days	7.9%	4.0%	7.4%	3.7%	5.5%
Between 8 and 15 days	11.6%	7.8%	6.7%	5.3%	7.4%
Between 16 and 30 days	11.3%	21.6%	9.4%	14.4%	14.1%
Between 31 and 90 days	42.2%	43.9%	30.2%	37.1%	37.8%
More than 90 days	25.6%	22.6%	46.3%	39.6%	34.9%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	5.6%	6.4%	5.7%	11.3%	7.6%
Flight and accommodation (room only)	20.0%	16.3%	14.0%	19.0%	17.3%
Flight and accommodation (B&B)	14.4%	19.1%	17.2%	17.9%	17.3%
Flight and accommodation (half board)	35.0%	29.5%	26.1%	26.7%	28.9%
Flight and accommodation (full board)	2.2%	6.8%	5.0%	5.1%	4.8%
Flight and accommodation (all inclusive)	22.9%	22.0%	32.0%	20.0%	24.1%
% Tourists using low-cost airlines	44.8%	42.1%	35.9%	38.2%	39.8%
Other expenses in their place of residence:					
- Car rental	19.9%	16.2%	11.5%	25.0%	18.5%
- Sporting activities	11.8%	8.6%	8.4%	5.5%	8.2%
- Excursions	9.2%	7.4%	10.2%	9.3%	9.1%
- Trip to other islands	4.3%	1.4%	1.8%	3.5%	2.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	39.8%	40.3%	40.2%	35.2%	38.5%
- Tour Operator's website	76.7%	89.5%	77.8%	81.0%	81.1%
Accommodation	17.1%	14.0%	11.9%	20.1%	16.0%
- Accommodation's website	80.3%	78.1%	100.0%	88.5%	87.0%
Travel agency (High street)	18.5%	19.7%	23.5%	16.4%	19.4%
Online Travel Agency (OTA)	21.5%	23.8%	20.5%	21.6%	21.8%
No need to book accommodation	3.0%	2.2%	3.9%	6.7%	4.2%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	39.9%	40.5%	38.3%	37.5%	38.9%
- Tour Operator's website	79.5%	77.8%	77.6%	74.1%	76.9%
Airline	25.3%	17.9%	19.9%	32.3%	24.5%
- Airline's website	94.8%	94.8%	92.4%	100.0%	96.5%
Travel agency (High street)	18.2%	19.4%	22.4%	17.0%	19.2%
Online Travel Agency (OTA)	16.6%	22.3%	19.3%	13.1%	17.5%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	10.4%	19.4%	13.0%	17.4%	15.3%
4* Hotel	43.1%	41.8%	52.5%	42.4%	45.0%
1-2-3* Hotel	15.5%	15.2%	13.0%	9.7%	12.9%
Apartment	25.4%	20.1%	15.6%	21.1%	20.4%
Property (privately-owned, friends, family)	3.1%	1.7%	3.3%	5.1%	3.5%
Others	2.6%	1.7%	2.5%	4.3%	2.9%

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	51.5%	57.9%	52.2%	51.8%	53.2%
Percentage of women	48.5%	42.1%	47.8%	48.2%	46.8%

Age	Q1	Q2	Q3	Q4	Total
Average age (tourists > 16 years old)	45.8	49.1	38.8	45.5	44.7
Standard deviation	15.8	15.8	15.0	14.5	15.6

Age range (> 16 years old)	Q1	Q2	Q3	Q4	Total
16-24 years old	11.1%	6.3%	22.2%	6.5%	11.4%
25-30 years old	10.1%	11.0%	17.9%	10.7%	12.5%
31-45 years old	30.7%	22.7%	24.5%	35.3%	28.9%
46-60 years old	29.1%	36.9%	27.5%	31.9%	31.3%
Over 60 years old	18.9%	23.1%	8.0%	15.6%	16.0%

Occupation	Q1	Q2	Q3	Q4	Total
Business owner or self-employed	20.7%	16.8%	7.7%	22.7%	17.2%
Upper/Middle management employee	45.6%	48.7%	58.7%	49.3%	50.9%
Auxiliary level employee	8.8%	9.8%	14.0%	9.0%	10.4%
Students	10.7%	3.0%	11.6%	4.8%	7.3%
Retired	13.5%	19.7%	4.4%	12.9%	12.3%
Unemployed / unpaid dom. work	0.7%	1.9%	3.6%	1.3%	1.9%

Annual household income level	Q1	Q2	Q3	Q4	Total
€12,000 - €24,000	7.5%	7.7%	7.9%	5.8%	7.0%
€24,001 - €36,000	1.4%	7.7%	3.4%	2.1%	3.5%
€36,001 - €48,000	8.7%	9.0%	7.5%	4.5%	7.0%
€48,001 - €60,000	12.4%	12.9%	17.0%	10.8%	13.2%
€60,001 - €72,000	11.9%	17.1%	14.8%	19.4%	16.4%
€72,001 - €84,000	14.3%	9.9%	9.9%	7.3%	9.8%
More than €84,000	43.8%	35.7%	39.5%	50.0%	43.1%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	7,500	5,728	7,743	9,984	30,955
- Fuerteventura	8,408	10,411	10,572	12,668	42,060
- Gran Canaria	19,645	21,840	26,376	29,383	97,243
- Tenerife	14,625	17,242	19,321	29,014	80,202
- La Palma	528	230	128	642	1,528

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	14.8%	10.3%	12.1%	12.2%	12.3%
- Fuerteventura	16.6%	18.8%	16.5%	15.5%	16.7%
- Gran Canaria	38.7%	39.4%	41.1%	36.0%	38.6%
- Tenerife	28.8%	31.1%	30.1%	35.5%	31.8%
- La Palma	1.0%	0.4%	0.2%	0.8%	0.6%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	13.1%	17.3%	11.3%	9.7%	12.5%
Only with partner	50.1%	51.0%	40.7%	45.8%	46.5%
Only with children (under the age of 13)	0.6%	2.4%	3.6%	0.8%	1.8%
Partner + children (under the age of 13)	10.2%	6.8%	11.3%	9.4%	9.4%
Other relatives	3.7%	1.3%	6.7%	9.4%	5.8%
Friends	10.3%	10.0%	9.2%	8.8%	9.5%
Work colleagues	0.3%	0.0%	0.0%	1.4%	0.5%
Other combinations ⁽¹⁾	11.8%	11.2%	17.2%	14.8%	14.0%

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

How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.6%	91.3%	93.6%	95.8%	93.9%
Average rating (scale 1-10)	8.75	8.69	8.86	8.81	8.79

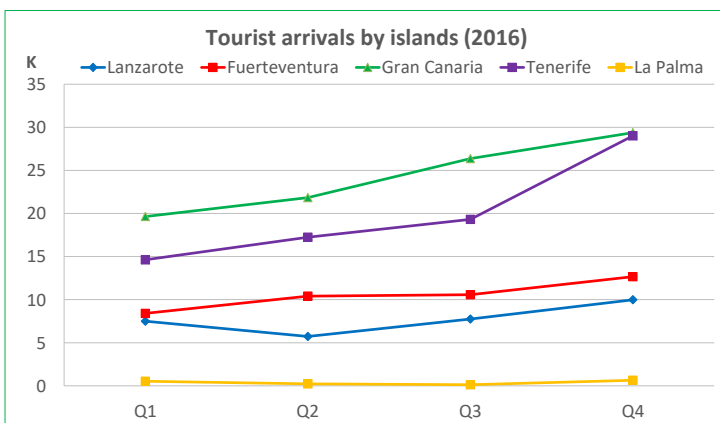
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	71.9%	79.2%	63.9%	74.9%	72.4%
In love (at least 10 previous visits)	13.3%	15.8%	12.2%	13.3%	13.6%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Switzerland	80.1%	78.1%	73.0%	72.6%	75.4%
Spanish Mainland	11.3%	16.5%	19.3%	22.5%	18.1%
Italy	4.8%	3.9%	1.5%	2.8%	3.1%
Germany	3.2%	1.3%	4.8%	1.3%	2.6%
France	0.0%	0.0%	1.3%	0.0%	0.3%
United Kingdom	0.0%	0.1%	0.0%	0.4%	0.2%
Belgium	0.5%	0.0%	0.0%	0.0%	0.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.2%	93.1%	89.3%	93.5%	92.1%
Beaches	34.7%	41.1%	54.6%	37.0%	41.9%
Tranquillity/rest/relaxation	38.2%	31.9%	35.4%	37.9%	36.0%
Scenery	29.9%	22.2%	19.1%	21.2%	22.6%
Visiting new places	14.6%	15.5%	24.6%	15.2%	17.5%
Security	11.7%	18.9%	13.7%	13.5%	14.4%
Ease of travel	13.5%	11.2%	5.2%	11.5%	10.2%
Price	7.8%	6.4%	11.5%	7.2%	8.2%
Active tourism	12.4%	6.1%	4.5%	8.2%	7.6%
Nautical activities	3.5%	6.3%	3.9%	4.1%	4.4%
Suitable destination for children	3.5%	5.7%	3.4%	4.3%	4.2%
Nightlife/fun	1.5%	3.9%	5.1%	3.6%	3.6%
Quality of the environment	3.6%	3.1%	3.4%	4.0%	3.6%
Shopping	2.3%	3.7%	0.2%	3.3%	2.4%
Theme parks	0.4%	3.0%	2.6%	1.7%	2.0%
Culture	2.3%	0.6%	2.8%	1.2%	1.7%

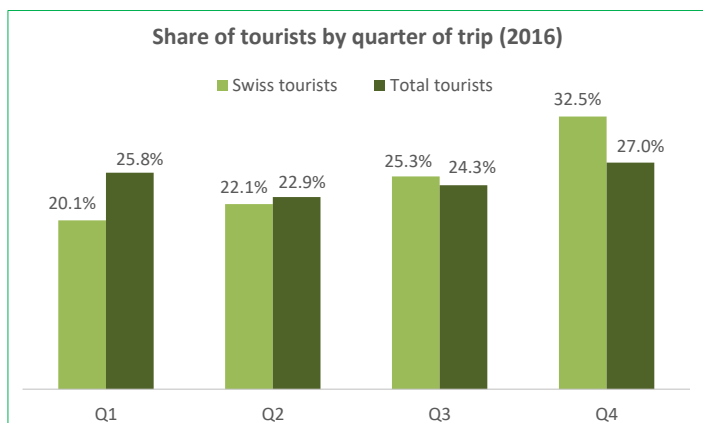
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	56.7%	66.2%	45.1%	62.9%	57.8%
Recommendation by friends or relatives	36.6%	33.4%	37.4%	34.8%	35.5%
The Canary Islands television channel	0.0%	0.0%	0.9%	0.6%	0.4%
Other television or radio channels	0.6%	0.6%	0.0%	0.7%	0.5%
Information in the press/magazines/books	4.7%	7.6%	3.6%	5.4%	5.3%
Attendance at a tourism fair	1.8%	0.8%	0.0%	0.8%	0.8%
Tour Operator's brochure or catalogue	9.3%	9.4%	14.8%	8.2%	10.4%
Recommendation by Travel Agency	10.8%	9.2%	16.9%	10.8%	12.0%
Information obtained via the Internet	24.4%	23.1%	41.3%	29.7%	30.1%
Senior Tourism programme	0.5%	0.0%	0.0%	0.0%	0.1%
Others	7.9%	6.7%	4.4%	5.3%	5.9%

* Multi-choice question



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.