

Tourist profile by quarter of trip (2017)

SWITZERLAND

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	63.8	70.4	85.8	111	331
Tourist arrivals (> 16 years old) (thousands)	57.9	63.2	74.0	94.7	290
Average daily expenditure (€)	191.86	172.55	180.55	175.76	179.50
. in their place of residence	131.75	121.97	132.01	133.57	130.28
. in the Canary Islands	60.12	50.58	48.54	42.19	49.22
Average lenght of stay	10.49	8.55	8.71	9.84	9.40
Turnover per tourist (€)	1,566	1,406	1,440	1,610	1,513
Total turnover (€m)	100	99.0	124	179	501
Tourist arrivals: share by quarter	19.3%	21.3%	25.9%	33.6%	100%
Turnover: share by quarter	19.9%	19.8%	24.7%	35.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	22.8%	17.1%	10.4%	21.6%	18.0%
- Additional accommodation expenses	6.9%	10.6%	9.6%	8.5%	8.9%

Transport:

- Public transport	18.2%	14.4%	13.7%	20.2%	16.9%
- Taxi	21.5%	20.5%	21.7%	15.2%	19.2%
- Car rental	31.2%	23.4%	21.5%	25.5%	25.2%

Food and drink:

- Food purchases at supermarkets	48.0%	52.3%	55.6%	49.3%	51.3%
- Restaurants	65.5%	53.6%	53.4%	62.1%	58.7%

Souvenirs:	50.0%	58.0%	62.1%	50.9%	55.1%
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Leisure:

- Organized excursions	15.8%	19.6%	23.3%	16.9%	18.9%
- Leisure, amusement	14.4%	5.7%	10.1%	7.4%	9.1%
- Trip to other islands	4.0%	0.0%	0.0%	3.0%	1.8%
- Sporting activities	9.1%	9.7%	12.4%	9.9%	10.4%
- Cultural activities	5.7%	4.3%	1.7%	5.5%	4.3%
- Discos and disco-pubs	7.3%	5.6%	7.4%	3.8%	5.8%

Others:

- Wellness	7.5%	2.8%	9.8%	6.8%	6.8%
- Medical expenses	6.2%	3.0%	4.8%	3.8%	4.4%
- Other expenses	10.4%	8.5%	8.3%	8.6%	8.9%

How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	39.3%	28.8%	37.2%	35.2%	35.1%
- Tour Operator's website	74.4%	83.5%	89.7%	52.9%	74.6%
Accommodation	10.6%	20.8%	11.0%	17.6%	15.2%
- Accommodation's website	53.7%	100.0%	86.1%	93.7%	90.5%
Travel agency (High street)	13.3%	16.8%	24.2%	16.8%	18.0%
Online Travel Agency (OTA)	31.9%	29.1%	24.3%	24.3%	26.8%
No need to book accommodation	5.0%	4.7%	3.3%	6.1%	4.8%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	35.2%	33.9%	32.1%	36.3%	34.5%
- Tour Operator's website	72.7%	82.1%	76.6%	52.0%	68.4%
Airline	28.8%	29.7%	18.4%	34.2%	28.0%
- Airline's website	100.0%	100.0%	90.0%	100.0%	98.3%
Travel agency (High street)	10.1%	13.5%	22.0%	16.0%	15.9%
Online Travel Agency (OTA)	25.8%	22.8%	27.4%	13.5%	21.6%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.3%	0.8%	0.0%	0.3%
Between 2 and 7 days	7.3%	4.9%	8.7%	5.5%	6.5%
Between 8 and 15 days	11.9%	7.7%	13.8%	7.8%	10.2%
Between 16 and 30 days	19.3%	15.6%	14.3%	20.7%	17.7%
Between 31 and 90 days	30.6%	43.0%	23.3%	31.7%	31.8%
More than 90 days	31.0%	28.5%	39.1%	34.3%	33.6%

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	60.6%	50.2%	56.0%	56.9%	56.0%
Women	39.4%	49.8%	44.0%	43.1%	44.0%

Age

Average age (tourists > 16 years old)	49.5	47.1	34.1	48.6	44.8
Standard deviation	14.8	16.1	14.6	14.8	16.3

Age range (> 16 years old)

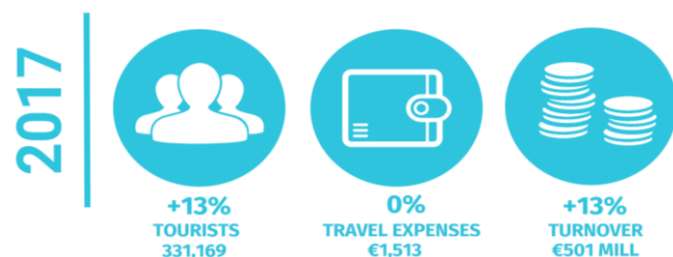
16-24 years old	6.4%	8.1%	33.9%	6.0%	13.7%
25-30 years old	7.5%	14.3%	21.4%	7.8%	12.6%
31-45 years old	21.3%	20.5%	24.5%	28.2%	24.2%
46-60 years old	41.1%	33.7%	14.6%	35.6%	30.9%
Over 60 years old	23.8%	23.4%	5.6%	22.4%	18.6%

Occupation

Business owner or self-employed	24.3%	19.0%	11.7%	18.9%	18.1%
Upper/Middle management employee	38.7%	49.3%	50.7%	43.9%	45.7%
Auxiliary level employee	20.8%	6.8%	11.9%	10.5%	12.1%
Students	0.9%	4.6%	15.8%	2.4%	6.0%
Retired	13.3%	16.9%	6.0%	23.0%	15.5%
Unemployed / unpaid dom. work	1.9%	3.4%	3.9%	1.4%	2.5%

Annual household income level

€12,000 - €24,000	5.8%	5.5%	12.7%	3.9%	7.0%
€24,001 - €36,000	5.0%	6.9%	4.2%	2.6%	4.4%
€36,001 - €48,000	9.5%	2.8%	8.8%	10.0%	8.0%
€48,001 - €60,000	12.9%	16.5%	10.7%	13.2%	13.2%
€60,001 - €72,000	8.9%	17.3%	14.4%	20.1%	15.8%
€72,001 - €84,000	13.2%	10.1%	9.0%	18.4%	13.1%
More than €84,000	44.7%	41.0%	40.1%	31.8%	38.5%



What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	12.7%	7.1%	7.9%	9.5%	9.2%
Flight and accommodation (room only)	22.5%	20.0%	16.1%	21.5%	20.0%
Flight and accommodation (B&B)	9.4%	17.7%	24.4%	16.0%	17.1%
Flight and accommodation (half board)	32.4%	34.6%	24.4%	30.3%	30.1%
Flight and accommodation (full board)	6.4%	1.7%	4.7%	5.9%	4.8%
Flight and accommodation (all inclusive)	16.7%	18.8%	22.5%	16.9%	18.7%
% Tourists using low-cost airlines	40.9%	42.9%	39.9%	43.9%	42.0%
Other expenses in their place of residence:					
- Car rental	19.4%	15.4%	16.2%	20.6%	18.2%
- Sporting activities	12.0%	11.0%	12.7%	7.5%	10.4%
- Excursions	10.8%	11.5%	8.7%	7.8%	9.4%
- Trip to other islands	6.3%	0.0%	0.0%	2.6%	2.1%

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Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8,882	7,516	8,856	14,171	39,425
- Fuerteventura	10,093	11,718	13,931	13,126	48,868
- Gran Canaria	19,362	22,840	27,602	38,081	107,885
- Tenerife	18,042	20,091	21,632	25,560	85,325
- La Palma	734	304	1,998	2,369	5,405

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	14.6%	14.4%	24.8%	17.5%	18.1%
4* Hotel	42.6%	44.0%	40.5%	35.8%	40.1%
1-2-3* Hotel	7.8%	9.7%	13.2%	15.5%	12.1%
Apartment	25.8%	26.8%	16.1%	26.7%	23.8%
Property (privately-owned, friends, family)	5.8%	2.0%	4.3%	3.3%	3.8%
Others	3.4%	3.1%	1.1%	1.2%	2.0%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.8%	15.2%	10.4%	14.3%	12.8%
Only with partner	56.1%	50.6%	43.8%	43.4%	47.6%
Only with children (under the age of 13)	1.9%	0.7%	1.9%	1.8%	1.6%
Partner + children (under the age of 13)	6.0%	5.7%	3.3%	10.8%	6.8%
Other relatives	3.5%	6.7%	6.7%	5.1%	5.6%
Friends	8.2%	9.7%	19.7%	10.1%	12.1%
Work colleagues	0.0%	0.6%	0.2%	0.0%	0.2%
Other combinations ⁽¹⁾	13.5%	10.8%	14.0%	14.5%	13.4%

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

How do they rate the Canary Islands?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	98.9%	95.6%	89.4%	88.5%	92.2%
Average rating (scale 1-10)	8.95	8.90	8.55	8.63	8.73

How many are loyal to the Canary Islands?



Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	83.0%	74.3%	56.1%	68.8%	69.6%
At least 10 previous visits	17.2%	9.5%	6.3%	17.8%	13.0%

Where does the flight come from?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Switzerland	75.5%	80.8%	75.2%	76.3%	76.9%
Spanish Mainland	12.7%	16.2%	17.4%	16.4%	15.9%
Germany	2.2%	0.6%	6.9%	2.2%	3.1%
Italy	3.2%	1.0%	0.5%	3.7%	2.2%
France	4.5%	0.0%	0.0%	0.0%	0.9%
Austria	1.3%	0.0%	0.0%	0.0%	0.3%
Poland	0.0%	0.7%	0.0%	0.0%	0.1%
United Kingdom	0.7%	0.0%	0.0%	0.0%	0.1%
Belgium	0.0%	0.0%	0.0%	0.3%	0.1%
Others	0.0%	0.7%	0.0%	1.1%	0.5%

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	15.6%	12.0%	12.0%	15.2%	13.7%
- Fuerteventura	17.7%	18.8%	18.8%	14.1%	17.0%
- Gran Canaria	33.9%	36.6%	37.3%	40.8%	37.6%
- Tenerife	31.6%	32.2%	29.2%	27.4%	29.7%
- La Palma	1.3%	0.5%	2.7%	2.5%	1.9%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.2%	87.9%	83.7%	93.8%	89.8%
Beaches	28.1%	32.4%	51.9%	41.1%	39.4%
Tranquillity/rest/relaxation	36.4%	38.0%	38.0%	30.2%	35.1%
Scenery	32.2%	32.3%	20.9%	29.2%	28.4%
Visiting new places	19.4%	15.3%	26.3%	17.9%	19.7%
Security	12.7%	12.5%	12.4%	14.5%	13.2%
Price	8.3%	9.8%	10.4%	4.9%	8.1%
Active tourism	8.7%	10.4%	4.1%	8.7%	7.9%
Ease of travel	11.3%	7.0%	4.5%	8.6%	7.8%
Nautical activities	5.5%	9.9%	7.9%	5.9%	7.2%
Quality of the environment	7.0%	8.3%	3.4%	3.2%	5.1%
Suitable destination for children	4.1%	3.6%	3.5%	4.9%	4.1%
Rural tourism	1.1%	2.1%	5.8%	1.7%	2.7%
Shopping	2.0%	2.2%	1.6%	1.8%	1.9%
Nightlife/fun	0.0%	2.4%	1.3%	3.0%	1.8%
Golf	3.8%	1.0%	0.0%	0.4%	1.1%

* Multi-choice question

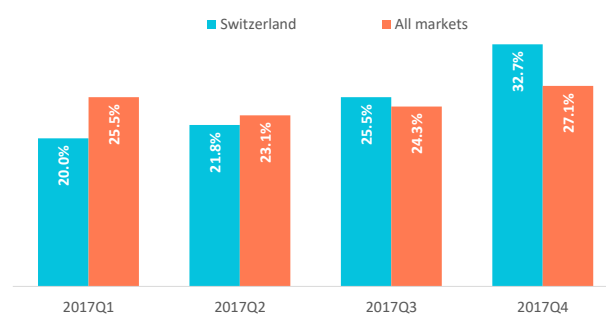
What did motivate them to come?



Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	76.1%	60.4%	45.7%	56.6%	58.6%
Recommendation by friends/relatives	24.6%	33.1%	33.9%	28.3%	30.1%
The Canary Islands television channel	0.0%	0.0%	0.0%	0.6%	0.2%
Other television or radio channels	0.6%	0.7%	0.0%	2.8%	1.2%
Information in press/magazines/books	8.2%	5.1%	3.9%	5.0%	5.4%
Attendance at a tourism fair	2.2%	0.9%	0.8%	0.2%	0.9%
Tour Operator's brochure or catalogue	3.0%	7.0%	6.4%	10.8%	7.3%
Recommendation by Travel Agency	10.1%	8.2%	20.5%	10.8%	12.6%
Information obtained via the Internet	21.9%	36.9%	47.0%	31.8%	34.8%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	7.1%	3.2%	4.4%	7.2%	5.6%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.