

# TOURIST PROFILE BY QUARTER OF TRIP (2018)

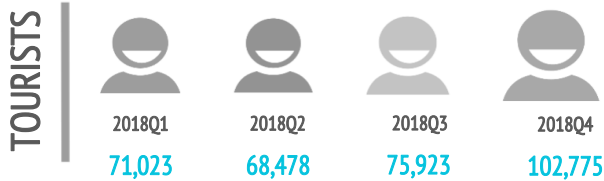
## SWITZERLAND

### How many are they and how much do they spend?

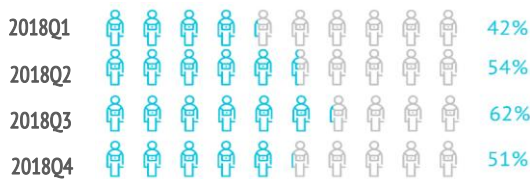


	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	71.0	68.5	75.9	102.8	318.2
Tourist arrivals > 15 years old (EGT) (*)	65.1	60.0	66.4	89.3	280.8
- book holiday package (*)	27.4	32.6	41.2	45.4	146.7
- do not book holiday package (*)	37.7	27.4	25.1	43.9	134.1
- % tourists who book holiday package	42.1%	54.4%	62.1%	50.9%	52.2%

(\*) Thousand of tourists

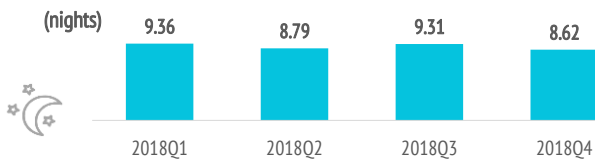


#### % TOURISTS WHO BOOK HOLIDAY PACKAGE

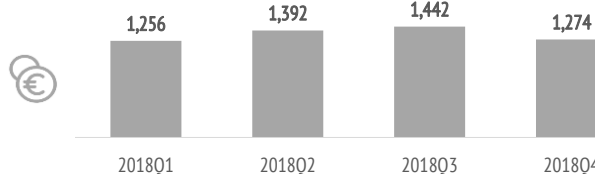


	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Expenditure per tourist (€)</b>	1,256	1,392	1,442	1,274	1,335
- book holiday package	1,373	1,542	1,494	1,434	1,463
- holiday package	1,108	1,241	1,170	1,166	1,173
- others	266	301	324	267	290
- do not book holiday package	1,171	1,214	1,357	1,108	1,194
- flight	234	323	348	274	287
- accommodation	450	435	520	461	464
- others	487	456	488	372	443
<b>Average length of stay</b>	9.36	8.79	9.31	8.62	8.99
- book holiday package	8.17	8.25	9.03	8.48	8.52
- do not book holiday package	10.22	9.44	9.78	8.77	9.51
<b>Average daily expenditure (€)</b>	153.2	171.1	161.9	154.4	159.5
- book holiday package	171.6	193.7	167.3	173.1	175.8
- do not book holiday package	139.9	144.1	153.0	135.0	141.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	82	84	96	114	375
- book holiday package	38	50	62	65	215
- do not book holiday package	44	33	34	49	160

#### AVERAGE LENGTH OF STAY (nights)



#### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	86.2%	66.6%	63.2%	82.2%	75.3%
Sea	41.4%	48.3%	58.3%	60.8%	53.1%
Tranquility	49.7%	51.7%	45.3%	49.1%	48.9%
Safety	49.9%	47.5%	46.5%	45.7%	47.3%
Beaches	38.1%	33.0%	48.0%	47.4%	42.4%
Landscapes	43.6%	31.9%	32.7%	40.0%	37.3%
Effortless trip	30.0%	40.0%	39.0%	38.3%	36.9%
Accommodation supply	32.5%	37.0%	40.3%	30.9%	34.8%
European belonging	36.8%	35.3%	31.4%	34.0%	34.3%
Gastronomy	33.5%	30.1%	28.2%	35.2%	32.1%
Environment	33.5%	25.7%	23.8%	29.9%	28.4%
Price	23.2%	31.3%	31.1%	24.0%	27.1%
Authenticity	26.5%	21.6%	12.4%	22.8%	20.9%
Fun possibilities	10.9%	18.7%	21.3%	16.2%	16.8%
Hiking trail network	16.2%	10.7%	4.8%	12.8%	11.2%
Shopping	10.5%	6.4%	18.0%	8.7%	10.8%
Culture	8.3%	12.3%	8.5%	7.2%	8.9%
Historical heritage	7.1%	8.2%	8.0%	9.4%	8.3%
Exoticism	10.5%	8.7%	6.1%	5.8%	7.6%
Nightlife	5.9%	9.9%	7.8%	5.7%	7.1%

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 FUN POSSIBILITIES



### What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	44.5%	45.2%	49.7%	45.9%	46.4%
Enjoy family time	9.4%	12.3%	10.0%	13.3%	11.4%
Have fun	7.0%	8.4%	11.6%	6.2%	8.1%
Explore the destination	29.0%	25.9%	20.3%	26.3%	25.4%
Practice their hobbies	4.7%	7.7%	5.1%	4.7%	5.4%
Other reasons	5.5%	0.6%	3.3%	3.5%	3.3%

### How far in advance do they book their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.0%	0.8%	1.5%	0.0%	0.5%
Between 1 and 30 days	29.0%	23.8%	21.2%	21.6%	23.7%
Between 1 and 2 months	32.5%	25.9%	24.1%	28.6%	27.8%
Between 3 and 6 months	31.7%	34.7%	34.3%	34.3%	33.8%
More than 6 months	6.9%	14.8%	19.0%	15.5%	14.2%

#### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

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.

# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## SWITZERLAND

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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	40.4%	42.2%	34.8%	47.0%	<b>41.5%</b>
Friends or relatives	25.6%	25.7%	28.9%	25.6%	<b>26.4%</b>
Internet or social media	61.5%	64.2%	66.5%	56.6%	<b>61.7%</b>
Mass Media	3.3%	1.8%	0.7%	2.6%	<b>2.2%</b>
Travel guides and magazines	14.5%	12.5%	8.2%	14.1%	<b>12.5%</b>
Travel Blogs or Forums	2.5%	1.9%	3.4%	5.3%	<b>3.5%</b>
Travel TV Channels	0.0%	2.8%	0.0%	1.3%	<b>1.0%</b>
Tour Operator or Travel Agency	20.0%	19.6%	24.9%	18.9%	<b>20.7%</b>
Public administrations or similar	0.5%	0.5%	0.0%	0.0%	<b>0.2%</b>
Others	5.1%	2.7%	1.5%	0.9%	<b>2.4%</b>

\* Multi-choice question

### With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Flight</b>					
- Directly with the airline	54.9%	38.9%	37.0%	47.7%	<b>45.0%</b>
- Tour Operator or Travel Agency	45.1%	61.1%	63.0%	52.3%	<b>55.0%</b>
<b>Accommodation</b>					
- Directly with the accommodation	38.1%	27.5%	26.3%	36.5%	<b>32.6%</b>
- Tour Operator or Travel Agency	61.9%	72.5%	73.7%	63.5%	<b>67.4%</b>

### Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	17.8%	13.7%	9.1%	11.1%	<b>12.7%</b>
4* Hotel	35.0%	40.1%	35.0%	39.5%	<b>37.5%</b>
5* Hotel / 5* Luxury Hotel	9.1%	11.8%	16.7%	9.5%	<b>11.6%</b>
Aparthotel / Tourist Villa	14.7%	14.0%	17.6%	13.0%	<b>14.7%</b>
House/room rented in a private dwelling	4.7%	7.0%	5.8%	10.1%	<b>7.2%</b>
Private accommodation <sup>(1)</sup>	7.3%	7.1%	8.2%	6.6%	<b>7.2%</b>
Others (Cottage, cruise, camping,...)	11.5%	6.2%	7.7%	10.2%	<b>9.1%</b>

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

### What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	25.8%	21.5%	26.1%	28.6%	<b>25.8%</b>
Bed and Breakfast	18.9%	23.2%	23.1%	18.6%	<b>20.7%</b>
Half board	40.3%	29.9%	28.6%	36.2%	<b>34.0%</b>
Full board	3.3%	3.9%	4.4%	1.1%	<b>3.0%</b>
All inclusive	11.6%	21.5%	17.9%	15.6%	<b>16.5%</b>



34% of Swiss book half board.



40.3%  
2018Q1



28.6%  
2018Q3



29.9%  
2018Q2



36.2%  
2018Q4

### Other expenses

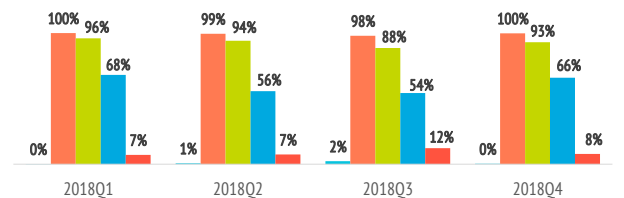
	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	63.9%	69.9%	71.7%	78.4%	<b>71.6%</b>
Supermarkets	58.8%	53.7%	59.9%	58.0%	<b>57.7%</b>
Car rental	37.4%	32.7%	29.6%	40.0%	<b>35.4%</b>
Organized excursions	17.8%	21.0%	27.9%	23.5%	<b>22.7%</b>
Taxi, transfer, chauffeur service	37.2%	50.9%	61.5%	55.5%	<b>51.7%</b>
Theme Parks	3.7%	5.5%	9.4%	8.7%	<b>7.0%</b>
Sport activities	12.6%	7.7%	10.4%	10.2%	<b>10.3%</b>
Museums	14.4%	7.1%	3.5%	7.7%	<b>8.1%</b>
Flights between islands	8.8%	3.7%	6.1%	9.5%	<b>7.3%</b>

### Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	0.2%	0.7%	2.3%	0.3%	<b>0.8%</b>
1 - 2 hours	4.0%	5.4%	9.3%	6.8%	<b>6.4%</b>
3 - 6 hours	27.8%	38.4%	34.3%	27.0%	<b>31.3%</b>
7 - 12 hours	60.9%	48.2%	42.0%	58.1%	<b>52.8%</b>
More than 12 hours	7.1%	7.4%	12.2%	7.8%	<b>8.6%</b>

### 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	2018Q1	2018Q2	2018Q3	2018Q4	2018
Beach	68.2%	76.6%	80.9%	72.6%	<b>74.4%</b>
Walk, wander	66.6%	45.2%	38.7%	54.1%	<b>51.5%</b>
Explore the island on their own	52.5%	43.8%	43.1%	52.3%	<b>48.4%</b>
Swimming pool, hotel facilities	39.1%	54.5%	49.5%	38.7%	<b>44.7%</b>
Taste Canarian gastronomy	28.7%	26.5%	30.5%	23.3%	<b>26.9%</b>
Sport activities	25.8%	20.6%	21.2%	25.7%	<b>23.6%</b>
Nature activities	16.9%	13.0%	11.2%	20.7%	<b>15.9%</b>
Organized excursions	8.9%	16.2%	17.6%	17.5%	<b>15.3%</b>
Activities at sea	8.7%	16.1%	21.6%	14.2%	<b>15.1%</b>
Theme parks	9.2%	14.6%	20.1%	12.4%	<b>14.0%</b>
Nightlife / concerts / shows	17.1%	10.2%	13.8%	10.1%	<b>12.7%</b>
Museums / exhibitions	16.9%	16.9%	6.2%	10.9%	<b>12.5%</b>
Wineries/markets/popular festival	13.2%	11.6%	10.3%	9.1%	<b>10.9%</b>
Sea excursions / whale watching	4.1%	12.2%	16.9%	9.6%	<b>10.6%</b>
Beauty and health treatments	8.1%	3.3%	7.1%	6.4%	<b>6.3%</b>
Astronomical observation	3.8%	6.0%	6.1%	3.1%	<b>4.6%</b>

\* Multi-choice question



# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## SWITZERLAND

### Which island do they choose?

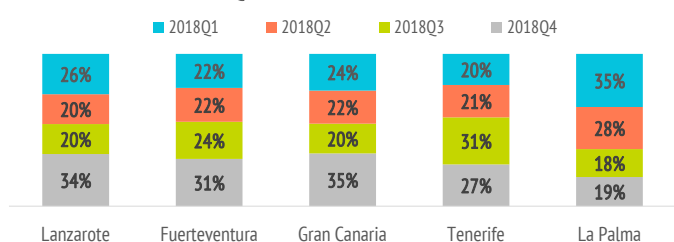
Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	9,728	7,211	7,263	12,597	<b>36,799</b>
Fuerteventura	9,411	9,425	10,285	13,106	<b>42,227</b>
Gran Canaria	25,793	23,391	20,925	37,191	<b>107,300</b>
Tenerife	17,430	18,227	26,503	23,524	<b>85,684</b>
La Palma	1,876	1,486	987	1,031	<b>5,381</b>

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	15.1%	12.1%	11.0%	14.4%	<b>13.3%</b>
Fuerteventura	14.7%	15.8%	15.6%	15.0%	<b>15.2%</b>
Gran Canaria	40.2%	39.2%	31.7%	42.5%	<b>38.7%</b>
Tenerife	27.1%	30.5%	40.2%	26.9%	<b>30.9%</b>
La Palma	2.9%	2.5%	1.5%	1.2%	<b>1.9%</b>

### How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	87.7%	89.9%	91.0%	89.5%	<b>89.5%</b>
Two islands	10.4%	8.8%	8.4%	8.9%	<b>9.1%</b>
Three or more islands	1.9%	1.4%	0.6%	1.6%	<b>1.4%</b>

### % TOURISTS BY ISLAND AND QUARTER OF TRIP



### Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Research</b>					
- Tourist package	10.8%	11.2%	9.0%	12.5%	<b>11.0%</b>
- Flights	7.3%	13.3%	11.0%	12.3%	<b>11.0%</b>
- Accommodation	13.3%	17.5%	17.5%	16.2%	<b>16.1%</b>
- Transport	10.8%	19.9%	17.8%	15.4%	<b>15.8%</b>
- Restaurants	24.4%	32.5%	28.4%	30.0%	<b>28.9%</b>
- Excursions	29.7%	29.8%	34.8%	26.6%	<b>30.0%</b>
- Activities	35.2%	36.6%	32.7%	32.8%	<b>34.1%</b>
<b>Book or purchase</b>					
- Tourist package	31.0%	33.7%	40.5%	27.2%	<b>32.7%</b>
- Flights	77.0%	68.6%	61.4%	64.5%	<b>67.6%</b>
- Accommodation	63.6%	55.4%	55.8%	56.1%	<b>57.7%</b>
- Transport	43.1%	39.0%	26.4%	37.8%	<b>36.5%</b>
- Restaurants	12.0%	7.4%	3.9%	7.9%	<b>7.8%</b>
- Excursions	6.6%	11.1%	13.4%	13.1%	<b>11.4%</b>
- Activities	11.2%	16.8%	15.8%	10.9%	<b>13.5%</b>

\* Multi-choice question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Did not use the Internet</b>	<b>9.5%</b>	<b>6.1%</b>	<b>6.6%</b>	<b>8.4%</b>	<b>7.7%</b>
<b>Used the Internet</b>	<b>90.5%</b>	<b>93.9%</b>	<b>93.4%</b>	<b>91.6%</b>	<b>92.3%</b>
- Own Internet connection	17.7%	16.9%	20.8%	17.7%	<b>18.3%</b>
- Free Wifi connection	60.4%	68.4%	62.4%	61.3%	<b>62.9%</b>
<b>Applications*</b>					
- Search for locations or maps	60.6%	63.0%	59.3%	67.5%	<b>63.0%</b>
- Search for destination info	44.1%	53.0%	47.0%	46.0%	<b>47.3%</b>
- Share pictures or trip videos	54.3%	54.7%	53.6%	51.2%	<b>53.2%</b>
- Download tourist apps	7.5%	9.6%	6.2%	7.9%	<b>7.8%</b>
- Others	15.7%	20.8%	22.8%	19.3%	<b>19.6%</b>

\* Multi-choice question

### MOST VISITED PLACES IN EACH ISLAND



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

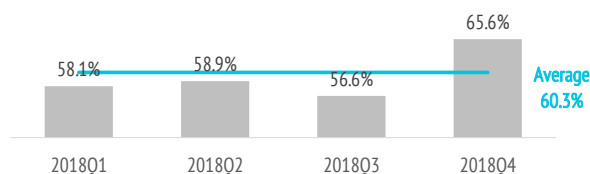
### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.63	8.21	8.62	8.55	<b>8.51</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.2%	3.7%	0.8%	4.5%	<b>2.9%</b>
Lived up to expectations	67.6%	60.2%	60.6%	57.2%	<b>61.1%</b>
Better or much better than expected	30.1%	36.0%	38.6%	38.3%	<b>36.0%</b>
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.24	8.32	8.38	8.39	<b>8.34</b>
Recommend visiting the Canary Islands	8.68	8.53	8.76	8.85	<b>8.72</b>

### How many are loyal to the Canary Islands?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Repeat tourists</b>	<b>58.1%</b>	<b>58.9%</b>	<b>56.6%</b>	<b>65.6%</b>	<b>60.3%</b>
Repeat tourists (last 5 years)	49.4%	51.3%	53.5%	57.5%	<b>53.3%</b>
Repeat tourists (last 5 years)(5 or more visits)	15.8%	13.6%	8.8%	18.8%	<b>14.6%</b>
<b>At least 10 previous visits</b>	<b>15.2%</b>	<b>16.1%</b>	<b>11.5%</b>	<b>14.4%</b>	<b>14.3%</b>

### REPEAT TOURISTS



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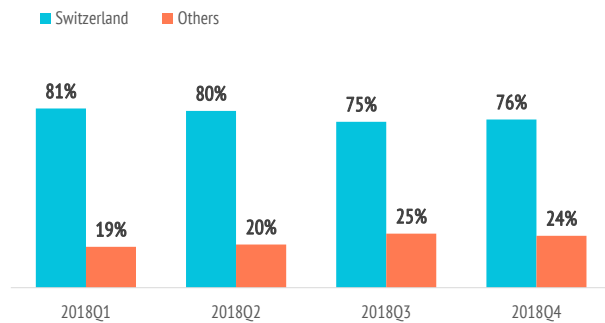
## SWITZERLAND

### Where does the flight come from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Switzerland	81.4%	80.4%	75.4%	76.4%	<b>78.2%</b>
Spanish Mainland	11.7%	14.8%	12.9%	13.9%	<b>13.4%</b>
Germany	3.3%	0.7%	5.2%	4.4%	<b>3.6%</b>
Italy	2.3%	0.5%	3.7%	4.1%	<b>2.8%</b>
Others	1.3%	3.6%	2.7%	1.2%	<b>2.1%</b>

### % TOURISTS BY QUARTER OF TRIP



### Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	15.0%	13.6%	4.4%	10.2%	<b>10.7%</b>
Only with partner	50.9%	48.1%	51.2%	52.1%	<b>50.8%</b>
Only with children (< 13 years old)	1.5%	3.5%	5.3%	6.0%	<b>4.3%</b>
Partner + children (< 13 years old)	2.6%	8.7%	5.0%	2.6%	<b>4.5%</b>
Other relatives	6.4%	4.2%	6.5%	9.1%	<b>6.8%</b>
Friends	8.9%	8.5%	7.0%	9.4%	<b>8.5%</b>
Work colleagues	1.1%	0.0%	0.0%	0.0%	<b>0.3%</b>
Organized trip	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Other combinations <sup>(1)</sup>	13.6%	13.5%	20.6%	10.5%	<b>14.2%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>6.2%</b>	<b>15.6%</b>	<b>12.3%</b>	<b>12.3%</b>	<b>11.6%</b>
- Between 0 and 2 years old	1.7%	1.7%	0.7%	2.5%	1.7%
- Between 3 and 12 years old	4.0%	12.2%	10.7%	8.2%	8.7%
- Between 0 -2 and 3-12 years	0.6%	1.7%	0.9%	1.7%	1.2%
<b>Tourists without children</b>	<b>93.8%</b>	<b>84.4%</b>	<b>87.7%</b>	<b>87.7%</b>	<b>88.4%</b>
<b>Group composition:</b>					
- 1 person	18.7%	18.5%	7.9%	14.0%	<b>14.6%</b>
- 2 people	62.1%	59.1%	67.2%	58.5%	<b>61.5%</b>
- 3 people	9.0%	12.0%	7.8%	12.9%	<b>10.6%</b>
- 4 or 5 people	9.6%	8.7%	16.2%	11.8%	<b>11.7%</b>
- 6 or more people	0.7%	1.6%	0.9%	2.7%	<b>1.6%</b>
<b>Average group size:</b>	<b>2.15</b>	<b>2.19</b>	<b>2.41</b>	<b>2.38</b>	<b>2.29</b>



**11.6% of Swiss travel with children.**



### Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Gender</b>					
Men	48.5%	50.9%	40.5%	48.5%	<b>47.1%</b>
Women	51.5%	49.1%	59.5%	51.5%	<b>52.9%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	46.5	44.3	37.6	45.6	<b>43.6</b>
Standard deviation	15.6	15.0	14.6	15.0	<b>15.4</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	7.2%	9.5%	24.0%	8.2%	<b>12.0%</b>
25 - 30 years old	11.2%	15.0%	14.7%	12.6%	<b>13.3%</b>
31 - 45 years old	28.5%	27.1%	29.2%	29.3%	<b>28.6%</b>
46 - 60 years old	31.8%	33.5%	24.3%	31.7%	<b>30.3%</b>
Over 60 years old	21.4%	15.0%	7.7%	18.3%	<b>15.8%</b>
<b>Occupation</b>					
Salaried worker	56.4%	64.2%	64.8%	59.4%	<b>61.0%</b>
Self-employed	5.6%	5.1%	3.3%	9.1%	<b>6.1%</b>
Unemployed	0.0%	0.7%	0.9%	0.0%	<b>0.3%</b>
Business owner	7.5%	14.2%	10.8%	14.7%	<b>12.0%</b>
Student	7.4%	4.6%	14.0%	4.7%	<b>7.5%</b>
Retired	21.2%	9.3%	4.2%	11.7%	<b>11.6%</b>
Unpaid domestic work	0.9%	0.0%	1.4%	0.0%	<b>0.5%</b>
Others	1.0%	2.0%	0.7%	0.4%	<b>1.0%</b>
<b>Annual household income level</b>					
Less than €25,000	7.9%	1.3%	7.9%	2.2%	<b>4.7%</b>
€25,000 - €49,999	18.9%	14.8%	11.3%	12.9%	<b>14.3%</b>
€50,000 - €74,999	24.6%	26.7%	40.3%	32.0%	<b>31.1%</b>
More than €74,999	48.6%	57.1%	40.5%	52.8%	<b>49.9%</b>
<b>Education level</b>					
No studies	0.7%	0.0%	1.3%	0.0%	<b>0.5%</b>
Primary education	4.9%	6.0%	13.2%	7.9%	<b>8.1%</b>
Secondary education	21.2%	21.5%	20.9%	20.3%	<b>20.9%</b>
Higher education	73.2%	72.5%	64.6%	71.8%	<b>70.6%</b>



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999

2018Q1 2018Q2 2018Q3 2018Q4



% SALARIED WORKED TOURISTS



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.