

TOURIST PROFILE BY QUARTER OF TRIP (2019)

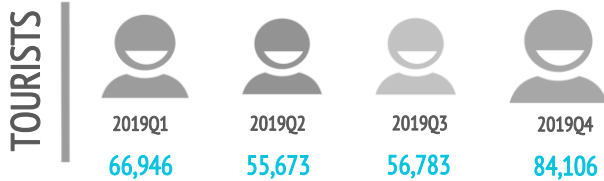
SWITZERLAND

How many are they and how much do they spend?

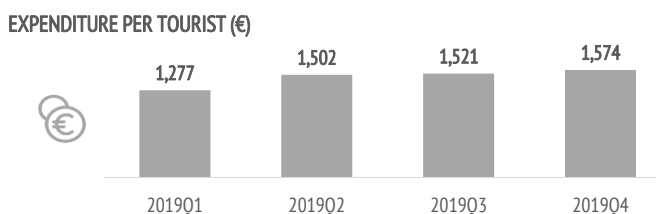
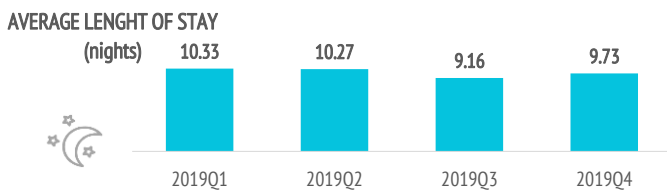


	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	66.9	55.7	56.8	84.1	263.5
Tourist arrivals > 15 years old (EGT) (*)	60.1	50.0	48.8	74.7	233.5
- book holiday package (*)	24.5	27.2	27.8	33.1	112.6
- do not book holiday package (*)	35.5	22.9	21.0	41.5	120.9
- % tourists who book holiday package	40.9%	54.3%	57.0%	44.4%	48.2%

(*) Thousand of tourists



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	1,277	1,502	1,521	1,574	1,471
- book holiday package	1,397	1,461	1,560	1,816	1,576
- holiday package	1,032	1,214	1,302	1,487	1,276
- others	365	247	258	330	300
- do not book holiday package	1,194	1,550	1,468	1,381	1,373
- flight	301	427	412	400	378
- accommodation	387	599	468	537	493
- others	506	525	589	444	503
Average length of stay	10.33	10.27	9.16	9.73	9.88
- book holiday package	9.00	8.16	8.51	8.91	8.65
- do not book holiday package	11.25	12.78	10.03	10.38	11.03
Average daily expenditure (€)	141.7	177.9	181.6	180.0	170.0
- book holiday package	159.9	188.9	188.3	216.3	190.5
- do not book holiday package	129.2	164.8	172.7	151.1	151.0
Total turnover (> 15 years old) (€m)	77	75	74	118	344
- book holiday package	34	40	43	60	178
- do not book holiday package	42	35	31	57	166



Importance of each factor in the destination choice



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	76.6%	76.4%	67.0%	81.8%	76.2%
Sea	43.2%	56.6%	60.0%	54.0%	53.0%
Safety	43.6%	49.0%	46.9%	51.3%	47.9%
Tranquility	38.2%	42.8%	49.1%	45.8%	43.9%
Beaches	27.8%	49.4%	51.0%	39.0%	40.9%
Accommodation supply	28.1%	36.2%	43.1%	40.2%	36.9%
European belonging	35.1%	40.2%	31.0%	38.5%	36.4%
Effortless trip	26.4%	36.8%	40.0%	37.2%	34.9%
Landscapes	39.4%	37.0%	29.9%	31.7%	34.4%
Gastronomy	26.6%	29.4%	42.5%	35.0%	33.2%
Environment	30.9%	27.9%	25.3%	29.5%	28.6%
Price	26.8%	28.9%	18.7%	23.5%	24.5%
Authenticity	22.4%	21.1%	17.4%	23.1%	21.3%
Fun possibilities	14.4%	16.4%	14.6%	17.2%	15.8%
Hiking trail network	17.7%	6.8%	5.8%	10.9%	10.7%
Exoticism	8.3%	9.9%	7.5%	10.3%	9.1%
Shopping	5.6%	7.0%	10.3%	5.3%	6.8%
Nightlife	5.6%	8.6%	6.6%	6.4%	6.7%
Historical heritage	3.2%	6.2%	6.1%	8.0%	6.0%
Culture	5.5%	5.9%	5.3%	3.8%	5.0%

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?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	46.4%	47.6%	60.8%	49.3%	50.6%
Enjoy family time	5.4%	15.8%	9.9%	9.4%	9.9%
Have fun	12.5%	6.3%	7.7%	8.0%	8.8%
Explore the destination	27.8%	24.0%	15.1%	22.6%	22.6%
Practice their hobbies	5.2%	5.2%	5.9%	6.3%	5.7%
Other reasons	2.8%	1.1%	0.7%	4.3%	2.5%

How far in advance do they book their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	2.0%	1.0%	0.0%	0.0%	0.7%
Between 1 and 30 days	38.9%	23.5%	23.3%	24.9%	27.8%
Between 1 and 2 months	24.9%	23.7%	19.4%	21.1%	22.3%
Between 3 and 6 months	24.9%	39.0%	39.8%	32.8%	33.6%
More than 6 months	9.3%	12.7%	17.6%	21.2%	15.6%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

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.

TOURIST PROFILE BY QUARTER OF TRIP (2019)

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	44.5%	49.3%	31.3%	43.3%	42.4%
Friends or relatives	33.0%	29.9%	29.8%	21.4%	28.0%
Internet or social media	61.9%	60.2%	66.6%	58.0%	61.3%
Mass Media	0.6%	2.3%	1.2%	1.6%	1.4%
Travel guides and magazines	12.0%	9.8%	3.1%	15.9%	10.9%
Travel Blogs or Forums	5.8%	5.3%	3.4%	6.7%	5.5%
Travel TV Channels	1.2%	0.6%	0.0%	0.0%	0.4%
Tour Operator or Travel Agency	13.2%	20.4%	23.3%	20.1%	19.1%
Public administrations or similar	0.8%	0.0%	0.0%	0.0%	0.2%
Others	0.6%	2.5%	2.3%	2.0%	1.8%

* Multi-choice question

With whom did they book their flight and accommodation?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	57.0%	42.4%	39.4%	49.0%	47.6%
- Tour Operator or Travel Agency	43.0%	57.6%	60.6%	51.0%	52.4%
Accommodation					
- Directly with the accommodation	44.1%	33.2%	31.3%	39.7%	37.6%
- Tour Operator or Travel Agency	55.9%	66.8%	68.7%	60.3%	62.4%

Where do they stay?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	7.8%	7.6%	8.6%	11.6%	9.1%
4* Hotel	29.7%	43.4%	39.9%	28.9%	34.5%
5* Hotel / 5* Luxury Hotel	9.8%	20.4%	24.8%	18.0%	17.8%
Aparthotel / Tourist Villa	19.9%	12.0%	13.5%	15.4%	15.4%
House/room rented in a private dwelling	11.4%	5.1%	4.2%	7.1%	7.2%
Private accommodation ⁽¹⁾	11.3%	4.3%	7.8%	6.3%	7.5%
Others (Cottage, cruise, camping,...)	10.1%	7.1%	1.2%	12.7%	8.4%

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

What do they book?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	34.8%	19.7%	15.0%	23.1%	23.6%
Bed and Breakfast	25.6%	23.8%	18.6%	28.5%	24.7%
Half board	22.5%	28.8%	35.9%	25.7%	27.7%
Full board	3.2%	1.4%	5.1%	3.6%	3.3%
All inclusive	14.0%	26.2%	25.5%	19.1%	20.7%

27.7% of Swiss book half board.



22.5%
2019Q1



35.9%
2019Q3



28.8%
2019Q2



25.7%
2019Q4

Other expenses

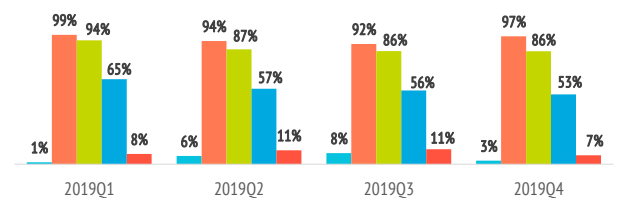
	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	68.7%	61.0%	57.1%	69.4%	64.9%
Supermarkets	60.8%	59.7%	53.6%	50.6%	55.8%
Car rental	41.7%	29.7%	27.8%	30.9%	32.8%
Organized excursions	22.8%	29.1%	20.3%	21.2%	23.1%
Taxi, transfer, chauffeur service	41.1%	52.6%	38.3%	43.3%	43.7%
Theme Parks	5.8%	6.9%	11.4%	6.2%	7.3%
Sport activities	11.0%	11.6%	9.3%	12.5%	11.3%
Museums	5.2%	5.3%	7.4%	3.9%	5.3%
Flights between islands	4.0%	6.1%	1.4%	3.4%	3.7%

Activities in the Canary Islands

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.5%	6.3%	8.4%	2.6%	4.3%
1 - 2 hours	4.3%	6.3%	5.5%	11.3%	7.2%
3 - 6 hours	29.6%	30.1%	29.9%	32.9%	30.8%
7 - 12 hours	56.9%	46.8%	44.7%	46.4%	48.8%
More than 12 hours	7.8%	10.6%	11.4%	6.8%	8.8%

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	2019Q1	2019Q2	2019Q3	2019Q4	2019
Beach	66.9%	65.1%	80.7%	70.2%	70.4%
Walk, wander	62.6%	56.5%	41.6%	48.2%	52.3%
Explore the island on their own	58.8%	51.0%	34.8%	47.2%	48.4%
Swimming pool, hotel facilities	39.2%	50.8%	57.2%	47.8%	48.2%
Taste Canarian gastronomy	31.7%	22.2%	24.1%	24.9%	25.9%
Sport activities	29.9%	18.7%	18.6%	21.0%	22.3%
Organized excursions	18.3%	15.3%	19.0%	10.7%	15.4%
Theme parks	16.1%	15.9%	19.3%	11.6%	15.3%
Nightlife / concerts / shows	11.3%	16.1%	16.9%	16.6%	15.2%
Activities at sea	12.3%	13.6%	21.6%	13.9%	15.0%
Nature activities	16.8%	16.5%	8.1%	16.3%	14.7%
Museums / exhibitions	13.0%	12.0%	10.2%	11.6%	11.7%
Sea excursions / whale watching	9.4%	11.3%	16.8%	9.5%	11.4%
Wineries / markets / popular festi	15.3%	8.7%	8.7%	10.9%	11.1%
Beauty and health treatments	9.9%	4.4%	8.1%	5.9%	7.1%
Astronomical observation	5.0%	2.3%	5.6%	2.9%	3.9%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2019)

SWITZERLAND

Which island do they choose?

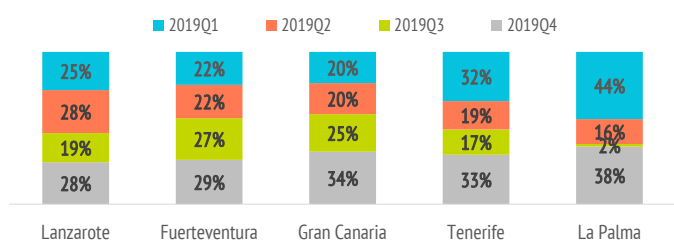
Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	9,670	10,937	7,371	10,645	38,623
Fuerteventura	6,760	6,855	8,598	9,105	31,318
Gran Canaria	17,179	17,105	20,657	28,885	83,826
Tenerife	21,631	12,498	11,130	21,800	67,059
La Palma	3,625	1,349	137	3,109	8,219

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	16.4%	22.4%	15.4%	14.5%	16.9%
Fuerteventura	11.5%	14.1%	18.0%	12.4%	13.7%
Gran Canaria	29.2%	35.1%	43.1%	39.3%	36.6%
Tenerife	36.7%	25.6%	23.2%	29.6%	29.3%
La Palma	6.2%	2.8%	0.3%	4.2%	3.6%

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	86.6%	88.1%	94.0%	90.2%	89.6%
Two islands	8.1%	11.1%	5.0%	6.6%	7.6%
Three or more islands	5.3%	0.8%	1.0%	3.3%	2.8%

% TOURISTS BY ISLAND AND QUARTER OF TRIP



MOST VISITED PLACES IN EACH ISLAND



Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	5.6%	17.6%	13.6%	7.8%	10.8%
- Flights	12.5%	7.9%	10.0%	8.8%	9.8%
- Accommodation	15.3%	15.5%	12.6%	9.8%	12.9%
- Transport	17.8%	16.8%	20.7%	13.7%	16.9%
- Restaurants	32.6%	22.4%	30.5%	22.0%	26.7%
- Excursions	30.6%	31.6%	29.2%	25.4%	28.8%
- Activities	40.4%	32.1%	32.8%	28.8%	33.3%
Book or purchase					
- Tourist package	37.6%	42.3%	41.7%	30.8%	37.4%
- Flights	75.1%	70.1%	69.0%	71.4%	71.6%
- Accommodation	68.1%	62.9%	52.7%	68.0%	63.7%
- Transport	45.3%	40.6%	33.7%	45.6%	41.8%
- Restaurants	8.7%	8.9%	12.3%	20.9%	13.5%
- Excursions	13.3%	6.4%	13.9%	16.5%	13.0%
- Activities	13.1%	7.8%	19.2%	18.6%	15.2%

* Multi-choice question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	5.6%	4.3%	3.7%	4.7%	4.6%
Used the Internet	94.4%	95.7%	96.3%	95.3%	95.4%
- Own Internet connection	18.4%	19.6%	24.1%	23.8%	21.6%
- Free Wifi connection	54.8%	65.8%	59.0%	59.4%	59.5%
Applications*					
- Search for locations or maps	68.9%	66.3%	61.2%	60.5%	64.0%
- Search for destination info	53.6%	43.7%	42.2%	45.1%	46.4%
- Share pictures or trip videos	60.4%	51.6%	57.7%	46.8%	53.6%
- Download tourist apps	12.9%	3.7%	7.8%	6.1%	7.7%
- Others	19.1%	23.1%	20.9%	29.6%	23.7%

* Multi-choice question

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)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.72	8.60	8.65	8.52	8.62

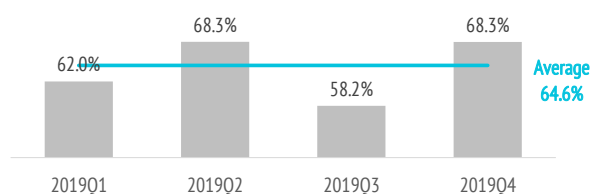
Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	4.7%	7.2%	1.7%	1.4%	3.5%
Lived up to expectations	48.8%	47.9%	51.9%	63.7%	54.0%
Better or much better than expected	46.6%	44.9%	46.4%	34.9%	42.5%

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	8.27	8.23	8.03	8.47	8.28
Recommend visiting the Canary Islands	8.71	8.54	8.57	8.66	8.63

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	62.0%	68.3%	58.2%	68.3%	64.6%
Repeat tourists (last 5 years)	57.3%	67.5%	43.8%	64.0%	58.8%
Repeat tourists (last 5 years)(5 or more visits)	16.7%	15.4%	12.3%	25.2%	18.2%
At least 10 previous visits	19.0%	14.2%	13.3%	23.9%	18.3%

REPEAT TOURISTS



TOURIST PROFILE BY QUARTER OF TRIP (2019) SWITZERLAND

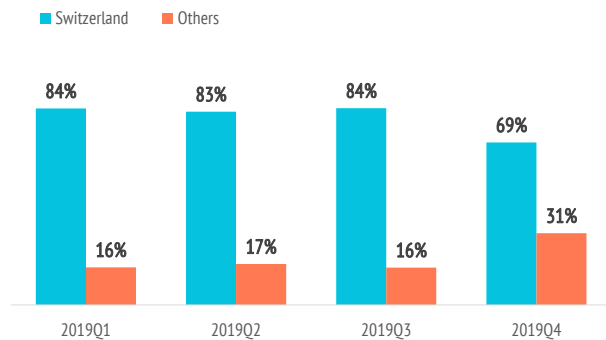


Where does the flight come from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Switzerland	83.9%	82.5%	84.0%	69.4%	79.0%
Spanish Mainland	12.2%	7.0%	10.5%	24.8%	14.7%
Italy	2.6%	8.0%	1.2%	0.4%	2.7%
Others	1.3%	2.5%	4.2%	5.5%	3.5%

% TOURISTS BY QUARTER OF TRIP



Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	22.3%	15.3%	15.8%	13.0%	16.5%
Only with partner	43.0%	39.9%	40.9%	50.5%	44.3%
Only with children (< 13 years old)	5.1%	8.9%	5.2%	4.7%	5.8%
Partner + children (< 13 years old)	0.7%	6.1%	7.6%	5.8%	5.0%
Other relatives	3.8%	3.9%	7.9%	8.9%	6.3%
Friends	11.1%	6.2%	9.4%	6.8%	8.3%
Work colleagues	1.1%	0.9%	0.0%	0.5%	0.7%
Organized trip	0.0%	0.8%	0.0%	0.0%	0.2%
Other combinations ⁽¹⁾	12.9%	18.0%	13.1%	9.8%	13.1%

(1) Different situations have been isolated

Tourists with children	7.7%	21.3%	12.9%	15.7%	14.2%
- Between 0 and 2 years old	3.5%	0.7%	0.0%	1.6%	1.6%
- Between 3 and 12 years old	2.8%	19.6%	12.9%	13.9%	12.0%
- Between 0-2 and 3-12 years	1.4%	1.0%	0.0%	0.3%	0.6%

Tourists without children	92.3%	78.7%	87.1%	84.3%	85.8%
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Group composition:					
- 1 person	27.1%	17.8%	21.0%	15.9%	20.3%
- 2 people	55.2%	47.7%	55.1%	56.6%	54.0%
- 3 people	8.3%	15.0%	9.3%	10.5%	10.6%
- 4 or 5 people	8.0%	17.7%	14.6%	16.0%	14.0%
- 6 or more people	1.3%	1.8%	0.0%	1.0%	1.1%
Average group size:	2.09	2.48	2.19	2.34	2.27



14.2% of Swiss travel with children.



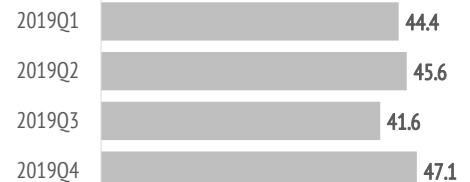
Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	44.9%	50.6%	57.2%	58.3%	53.0%
Women	55.1%	49.4%	42.8%	41.7%	47.0%
Age					
Average age (tourist > 15 years old)	44.4	45.6	41.6	47.1	44.9
Standard deviation	16.5	13.6	14.3	15.4	15.2
Age range (> 15 years old)					
16 - 24 years old	8.2%	8.9%	15.9%	7.3%	9.7%
25 - 30 years old	16.6%	8.5%	8.0%	12.2%	11.6%
31 - 45 years old	32.5%	30.9%	34.3%	26.7%	30.7%
46 - 60 years old	19.7%	36.4%	32.7%	33.4%	30.4%
Over 60 years old	22.9%	15.3%	9.1%	20.5%	17.6%
Occupation					
Salaried worker	54.1%	64.0%	65.5%	55.3%	59.0%
Self-employed	5.9%	5.3%	7.0%	12.2%	8.0%
Unemployed	0.0%	0.5%	0.0%	0.0%	0.1%
Business owner	17.0%	15.4%	22.4%	13.2%	16.5%
Student	4.8%	1.9%	3.6%	3.0%	3.3%
Retired	13.6%	11.9%	0.0%	14.8%	10.8%
Unpaid domestic work	0.5%	1.1%	1.4%	1.5%	1.1%
Others	4.1%	0.0%	0.0%	0.0%	1.0%
Annual household income level					
Less than €25,000	15.7%	7.1%	12.9%	5.0%	9.8%
€25,000 - €49,999	20.3%	16.1%	16.0%	6.8%	14.2%
€50,000 - €74,999	27.2%	30.7%	28.4%	23.3%	26.9%
More than €74,999	36.8%	46.1%	42.7%	64.9%	49.0%
Education level					
No studies	0.7%	0.0%	0.6%	0.0%	0.3%
Primary education	8.0%	6.7%	10.9%	10.2%	9.0%
Secondary education	15.9%	19.4%	19.6%	28.8%	21.5%
Higher education	75.4%	73.9%	68.9%	61.0%	69.1%



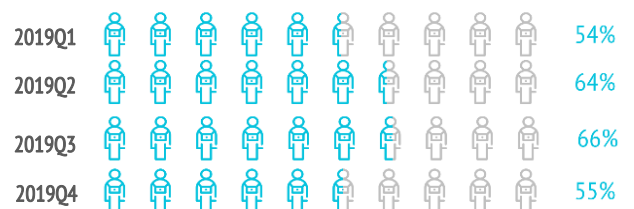
AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% SALARIED WORKED TOURISTS



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.