

# Tourist profile trend (2016)

## Canary Islands: Swiss market



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



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	188,167	202,357	217,679	230,503	256,194
Average daily expenditure (€)	157.60	168.86	169.99	176.60	176.54
- in their place of residence	115.30	125.39	123.04	130.84	130.39
- in the Canary Islands	42.30	43.47	46.95	45.76	46.15
Average length of stay	9.39	8.72	9.08	9.55	9.47
Turnover per tourist (€)	1,350	1,383	1,434	1,520	1,512
Total turnover (> 16 years old) (€m)	254	280	312	350	387
Swiss turnover: year on year change	--	10.2%	11.6%	12.2%	10.6%
Swiss tourist arrivals: year on year change	--	7.5%	7.6%	5.9%	11.1%

### Expenditure in the Canary Islands per tourist and trip (€) (\*\*)

<b>Accommodation (**):</b>	49.39	54.88	66.32	68.04	75.73
- Accommodation	38.07	46.19	58.73	59.17	66.72
- Additional accommodation expenses	11.32	8.69	7.59	8.88	9.02
<b>Transport:</b>	30.97	30.98	30.55	36.00	30.08
- Public transport	5.10	5.89	5.82	5.93	3.94
- Taxi	7.25	6.80	6.35	8.08	6.40
- Car rental	18.63	18.29	18.38	21.99	19.73
<b>Food and drink:</b>	146.88	147.84	171.14	162.55	170.53
- Food purchases at supermarkets	58.00	55.31	65.59	70.23	62.72
- Restaurants	88.88	92.52	105.55	92.32	107.81
<b>Souvenirs:</b>	70.30	69.63	65.37	66.71	69.32
<b>Leisure:</b>	50.30	43.88	50.23	51.18	45.20
- Organized excursions	21.98	18.56	19.63	20.88	15.12
- Leisure, amusement	5.24	4.43	5.42	8.05	4.01
- Trip to other islands	2.11	1.90	2.92	2.02	1.16
- Sporting activities	9.28	11.84	12.83	12.01	9.25
- Cultural activities	3.28	2.08	3.12	2.11	2.78
- Discos and disco-pubs	8.42	5.08	6.31	6.11	12.88
<b>Others:</b>	23.96	20.38	24.04	17.36	27.84
- Wellness	5.70	4.65	8.03	7.20	8.42
- Medical expenses	1.63	2.22	1.60	1.09	1.74
- Other expenses	16.63	13.51	14.41	9.07	17.68

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



	2012	2013	2014	2015	2016
The same day they leave	0.0%	0.3%	0.2%	0.5%	0.3%
Between 2 and 7 days	9.0%	8.4%	8.7%	6.9%	5.5%
Between 8 and 15 days	10.7%	12.7%	9.3%	8.5%	7.4%
Between 16 and 30 days	15.9%	16.7%	15.3%	15.3%	14.1%
Between 31 and 90 days	31.5%	34.3%	31.5%	34.1%	37.8%
More than 90 days	32.9%	27.6%	35.0%	34.7%	34.9%

### What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	8.5%	6.9%	9.5%	8.4%	7.6%
Flight and accommodation (room only)	17.3%	15.5%	19.2%	16.4%	17.3%
Flight and accommodation (B&B)	12.3%	13.3%	15.6%	14.7%	17.3%
Flight and accommodation (half board)	34.1%	38.5%	32.4%	28.9%	28.9%
Flight and accommodation (full board)	1.8%	3.8%	4.2%	3.7%	4.8%
Flight and accommodation (all inclusive)	26.0%	22.0%	19.1%	27.8%	24.1%
<b>% Tourists using low-cost airlines</b>	31.1%	28.5%	25.7%	35.0%	39.8%
<b>Other expenses in their place of residence:</b>					
- Car rental	12.3%	15.6%	15.0%	18.1%	18.5%
- Sporting activities	8.9%	6.8%	8.5%	9.9%	8.2%
- Excursions	8.1%	7.6%	8.2%	8.9%	9.1%
- Trip to other islands	1.5%	1.1%	1.6%	2.2%	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?



	2012	2013	2014	2015	2016
<b>Accommodation booking</b>					
<b>Tour Operator</b>	42.4%	40.7%	35.8%	41.2%	38.5%
- Tour Operator's website	73.5%	66.9%	70.2%	78.6%	81.1%
<b>Accommodation</b>	11.8%	11.9%	14.2%	14.6%	16.0%
- Accommodation's website	86.1%	85.7%	90.5%	85.4%	87.0%
<b>Travel agency (High street)</b>	22.9%	25.1%	25.4%	16.6%	19.4%
<b>Online Travel Agency (OTA)</b>	19.2%	18.8%	19.1%	22.4%	21.8%
<b>No need to book accommodation</b>	3.7%	3.4%	5.5%	5.1%	4.2%

	2012	2013	2014	2015	2016
<b>Flight booking</b>					
<b>Tour Operator</b>	44.2%	42.1%	36.4%	42.5%	38.9%
- Tour Operator's website	72.2%	67.1%	69.8%	75.2%	76.9%
<b>Airline</b>	15.5%	16.0%	21.5%	22.5%	24.5%
- Airline's website	96.6%	94.4%	98.2%	95.7%	96.5%
<b>Travel agency (High street)</b>	21.4%	23.2%	24.9%	16.3%	19.2%
<b>Online Travel Agency (OTA)</b>	19.0%	18.6%	17.2%	18.7%	17.5%

### Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	13.7%	15.5%	17.0%	14.7%	15.3%
4* Hotel	40.9%	40.2%	41.3%	41.2%	45.0%
1-2-3* Hotel	17.8%	17.6%	12.2%	14.0%	12.9%
Apartment	22.7%	22.8%	23.5%	22.2%	20.4%
Property (privately-owned, friends, family)	3.2%	3.1%	4.0%	5.4%	3.5%
Others	1.7%	0.9%	2.0%	2.5%	2.9%

### Who are they?



	2012	2013	2014	2015	2016
<b>Gender</b>					
Percentage of men	50.3%	49.8%	49.9%	53.2%	53.2%
Percentage of women	49.7%	50.2%	50.1%	46.8%	46.8%

	2012	2013	2014	2015	2016
<b>Age</b>					
Average age (tourists > 16 years old)	41.5	41.8	41.9	43.2	44.7
Standard deviation	15.3	14.4	14.2	15.5	15.6

	2012	2013	2014	2015	2016
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	15.1%	14.0%	12.8%	14.2%	11.4%
25-30 years old	16.9%	12.5%	14.8%	12.6%	12.5%
31-45 years old	26.6%	33.1%	31.1%	28.2%	28.9%
46-60 years old	28.7%	29.1%	30.3%	29.2%	31.3%
Over 60 years old	12.7%	11.3%	11.0%	15.8%	16.0%

	2012	2013	2014	2015	2016
<b>Occupation</b>					
Business owner or self-employed	17.4%	15.6%	18.6%	16.0%	17.2%
Upper/Middle management employee	50.4%	52.9%	51.5%	50.8%	50.9%
Auxiliary level employee	12.9%	10.6%	14.3%	11.0%	10.4%
Students	7.7%	8.4%	6.1%	8.1%	7.3%
Retired	9.2%	8.7%	6.9%	11.3%	12.3%
Unemployed / unpaid dom. work	2.4%	3.8%	2.6%	2.7%	1.9%

	2012	2013	2014	2015	2016
<b>Annual household income level</b>					
€12,000 - €24,000	6.1%	7.9%	5.3%	6.5%	7.0%
€24,001 - €36,000	5.1%	5.4%	4.9%	3.5%	3.5%
€36,001 - €48,000	10.2%	8.4%	10.5%	6.5%	7.0%
€48,001 - €60,000	11.8%	16.5%	16.6%	14.3%	13.2%
€60,001 - €72,000	14.6%	12.6%	11.9%	12.4%	16.4%
€72,001 - €84,000	12.1%	11.8%	11.6%	11.3%	9.8%
More than €84,000	40.1%	37.4%	39.3%	45.5%	43.1%

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## Canary Islands: Swiss market



### Which island do they choose?

Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	21,796	20,843	23,972	28,840	30,955
- Fuerteventura	30,018	43,116	32,213	34,325	42,060
- Gran Canaria	72,041	70,885	75,248	82,807	97,243
- Tenerife	59,773	63,100	80,825	79,718	80,202
- La Palma	1,958	905	1,752	1,734	1,528

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	11.7%	10.5%	11.2%	12.7%	12.3%
- Fuerteventura	16.2%	21.7%	15.1%	15.1%	16.7%
- Gran Canaria	38.8%	35.6%	35.2%	36.4%	38.6%
- Tenerife	32.2%	31.7%	37.8%	35.1%	31.8%
- La Palma	1.1%	0.5%	0.8%	0.8%	0.6%

### Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	10.9%	11.2%	12.4%	12.8%	12.5%
Only with partner	56.8%	49.0%	47.7%	48.1%	46.5%
Only with children (under the age of 13)	1.4%	1.0%	1.2%	0.7%	1.8%
Partner + children (under the age of 13)	8.1%	11.3%	10.5%	10.8%	9.4%
Other relatives	2.6%	5.7%	4.6%	5.4%	5.8%
Friends	8.4%	9.6%	9.5%	7.9%	9.5%
Work colleagues	0.6%	0.1%	0.2%	1.1%	0.5%
Other combinations <sup>(1)</sup>	11.1%	12.1%	13.8%	13.2%	14.0%

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

### How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	91.0%	92.4%	91.9%	92.7%	93.9%
Average rating (scale 1-10)	8.62	8.64	8.65	8.75	8.79

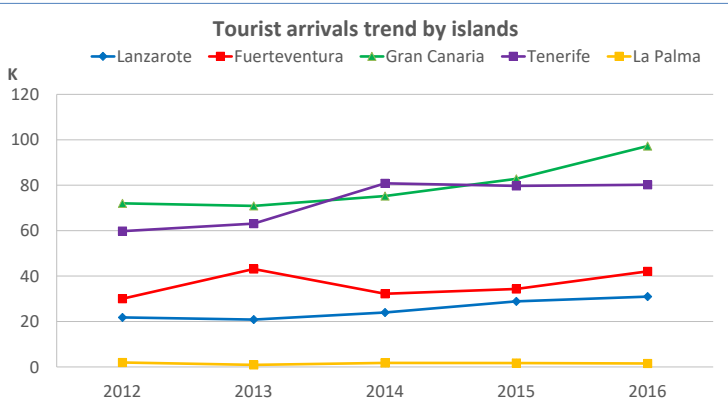
### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	68.4%	64.8%	67.1%	70.6%	72.4%
In love (at least 10 previous visits)	11.5%	11.1%	10.2%	9.7%	13.6%

### Where does the flight come from?



Ten main origin countries	2012	2013	2014	2015	2016
Switzerland	150,433	156,534	170,601	176,380	193,284
Spanish Mainland	23,355	31,284	32,783	34,068	46,413
Italy	4,587	2,707	6,300	4,997	7,977
Germany	9,142	10,577	5,038	10,899	6,652
France	0	0	548	1,321	870
United Kingdom	0	738	395	959	415
Belgium	0	26	0	1,359	256
Austria	0	491	0	0	0
Netherlands	0	0	615	0	0
Sweden	0	0	389	0	0



### Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	91.9%	92.9%	92.8%	88.2%	92.1%
Beaches	37.7%	46.5%	37.7%	38.8%	41.9%
Tranquility/rest/relaxation	40.3%	40.3%	35.8%	35.8%	36.0%
Scenery	22.8%	23.4%	28.6%	27.2%	22.6%
Visiting new places	20.2%	14.7%	18.0%	16.4%	17.5%
Security	5.0%	4.7%	6.1%	10.1%	14.4%
Ease of travel	11.3%	9.1%	9.8%	8.9%	10.2%
Price	14.1%	11.2%	12.3%	11.8%	8.2%
Active tourism	6.3%	6.0%	7.3%	5.0%	7.6%
Nautical activities	3.7%	4.8%	5.3%	5.6%	4.4%
Suitable destination for children	4.4%	4.1%	5.6%	5.4%	4.2%
Nightlife/fun	7.6%	4.3%	3.9%	4.4%	3.6%
Quality of the environment	2.3%	3.1%	3.1%	4.3%	3.6%
Shopping	2.3%	2.1%	1.1%	1.6%	2.4%
Theme parks	3.3%	2.7%	1.6%	2.9%	2.0%
Culture	1.9%	1.1%	1.6%	0.3%	1.7%

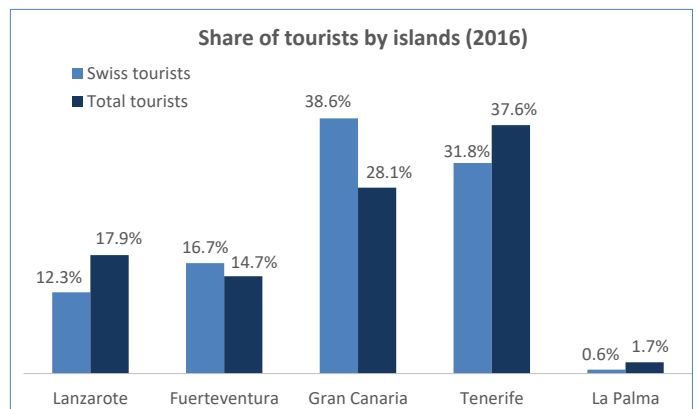
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	56.2%	52.3%	54.3%	57.0%	57.8%
Recommendation by friends or relatives	34.7%	32.7%	32.0%	33.9%	35.5%
The Canary Islands television channel	1.0%	0.4%	0.5%	0.7%	0.4%
Other television or radio channels	1.3%	0.6%	0.7%	0.2%	0.5%
Information in the press/magazines/books	6.7%	4.2%	4.3%	3.6%	5.3%
Attendance at a tourism fair	0.4%	1.1%	1.2%	0.3%	0.8%
Tour Operator's brochure or catalogue	16.0%	12.8%	11.3%	9.9%	10.4%
Recommendation by Travel Agency	12.5%	15.7%	16.6%	12.2%	12.0%
Information obtained via the Internet	31.7%	30.9%	28.7%	33.7%	30.1%
Senior Tourism programme	0.2%	0.1%	0.0%	0.4%	0.1%
Others	5.6%	7.5%	8.0%	7.8%	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.