

Tourist profile trend (2016)

Switzerland: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	52,682	64,371	68,719	69,430	83,223
Average daily expenditure (€)	165.96	170.23	174.69	186.22	185.41
. in their place of residence	121.31	130.82	129.44	140.21	137.36
. in the Canary Islands	44.65	39.41	45.25	46.01	48.05
Average length of stay	9.60	8.47	9.31	9.19	9.08
Turnover per tourist (€)	1,459	1,370	1,480	1,572	1,548
Total turnover (> 16 years old) (€m)	76.9	88.2	102	109	129
Share of total turnover	30.3%	31.5%	32.6%	31.2%	33.3%
Share of total tourist	28.0%	31.8%	31.6%	30.1%	32.5%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
Accommodation (**):	61.65	44.22	78.49	74.91	74.91
- Accommodation	52.91	38.40	65.62	65.17	68.23
- Additional accommodation expenses	8.74	5.82	12.87	9.74	6.68
Transport:	32.82	34.15	28.68	33.63	32.05
- Public transport	5.04	8.51	3.17	6.80	5.37
- Taxi	6.60	6.42	6.82	7.18	7.06
- Car rental	21.18	19.23	18.69	19.65	19.62
Food and drink:	176.14	135.51	178.53	165.46	179.84
- Food purchases at supermarkets	65.15	52.42	69.10	73.01	54.66
- Restaurants	110.99	83.09	109.43	92.45	125.19
Souvenirs:	60.07	57.67	52.97	59.97	67.02
Leisure:	38.11	36.89	46.90	40.87	29.41
- Organized excursions	21.81	15.89	15.12	16.92	11.95
- Leisure, amusement	4.32	3.44	4.16	4.79	2.91
- Trip to other islands	1.09	2.72	2.73	2.59	0.76
- Sporting activities	4.67	8.99	15.01	8.92	6.97
- Cultural activities	1.17	2.03	3.45	3.26	2.42
- Discos and disco-pubs	5.06	3.83	6.42	4.40	4.41
Others:	22.51	20.25	20.38	19.42	23.86
- Wellness	5.99	3.46	8.02	8.61	8.76
- Medical expenses	0.71	2.42	0.91	1.42	0.84
- Other expenses	15.81	14.37	11.46	9.39	14.26

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.0%	0.0%	0.5%	0.6%	0.0%
Between 2 and 7 days	7.2%	7.8%	5.6%	6.1%	3.7%
Between 8 and 15 days	15.0%	13.2%	8.4%	4.9%	5.3%
Between 16 and 30 days	15.6%	12.5%	17.8%	13.3%	14.4%
Between 31 and 90 days	34.7%	40.6%	31.4%	33.1%	37.1%
More than 90 days	27.5%	25.9%	36.3%	42.0%	39.6%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	8.3%	6.6%	13.3%	8.5%	11.3%
Flight and accommodation (room only)	20.8%	17.6%	23.2%	19.5%	19.0%
Flight and accommodation (B&B)	13.6%	12.5%	15.5%	12.8%	17.9%
Flight and accommodation (half board)	33.5%	37.2%	24.6%	30.2%	26.7%
Flight and accommodation (full board)	1.7%	2.5%	4.9%	3.9%	5.1%
Flight and accommodation (all inclusive)	22.2%	23.6%	18.5%	25.1%	20.0%
% Tourists using low-cost airlines	24.0%	32.9%	25.9%	41.7%	38.2%
Other expenses in their place of residence:					
- Car rental	12.4%	17.2%	19.7%	16.9%	25.0%
- Sporting activities	7.7%	4.9%	8.0%	13.5%	5.5%
- Excursions	6.2%	6.6%	6.9%	11.8%	9.3%
- Trip to other islands	1.0%	0.5%	1.3%	3.6%	3.5%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	36.5%	43.8%	28.5%	40.1%	35.2%
- Tour Operator's website	67.5%	74.0%	75.1%	75.0%	81.0%
Accommodation	12.1%	11.1%	22.2%	17.8%	20.1%
- Accommodation's website	93.7%	87.7%	82.6%	91.2%	88.5%
Travel agency (High street)	23.5%	25.3%	25.4%	20.9%	16.4%
Online Travel Agency (OTA)	25.4%	16.3%	17.3%	16.7%	21.6%
No need to book accommodation	2.4%	3.5%	6.6%	4.5%	6.7%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	35.4%	48.4%	27.0%	36.9%	37.5%
- Tour Operator's website	60.4%	76.3%	79.1%	70.9%	74.1%
Airline	18.6%	16.8%	30.2%	26.5%	32.3%
- Airline's website	98.0%	97.9%	100.0%	98.0%	100.0%
Travel agency (High street)	23.7%	19.8%	29.1%	22.5%	17.0%
Online Travel Agency (OTA)	22.2%	15.0%	13.7%	14.1%	13.1%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	22.4%	17.3%	17.5%	12.2%	17.4%
4* Hotel	36.1%	35.5%	34.3%	40.6%	42.4%
1-2-3* Hotel	12.0%	16.8%	14.5%	14.6%	9.7%
Apartment	26.4%	25.2%	26.6%	24.4%	21.1%
Property (privately-owned, friends, family)	2.7%	3.8%	3.9%	3.9%	5.1%
Others	0.4%	1.5%	3.3%	4.3%	4.3%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	43.8%	45.9%	45.4%	48.7%	51.8%
Percentage of women	56.2%	54.1%	54.6%	51.3%	48.2%
Age					
Average age (tourists > 16 years old)	44.9	43.0	44.8	45.4	45.5
Standard deviation	14.4	13.4	12.5	14.6	14.5
Age range (> 16 years old)					
16-24 years old	6.5%	8.4%	4.1%	9.4%	6.5%
25-30 years old	13.8%	12.3%	11.4%	10.7%	10.7%
31-45 years old	30.1%	39.8%	38.1%	28.1%	35.3%
46-60 years old	34.2%	29.4%	33.2%	36.4%	31.9%
Over 60 years old	15.3%	10.2%	13.2%	15.4%	15.6%
Occupation					
Business owner or self-employed	11.5%	12.6%	19.5%	14.5%	22.7%
Upper/Middle management employee	57.5%	59.6%	52.8%	54.3%	49.3%
Auxiliary level employee	12.9%	11.6%	17.1%	9.1%	9.0%
Students	4.0%	3.0%	1.1%	5.5%	4.8%
Retired	8.1%	7.0%	7.3%	13.3%	12.9%
Unemployed / unpaid dom. work	6.0%	6.2%	2.2%	3.3%	1.3%
Annual household income level					
€12,000 - €24,000	4.0%	5.0%	3.7%	4.7%	5.8%
€24,001 - €36,000	3.1%	6.7%	2.4%	3.0%	2.1%
€36,001 - €48,000	13.3%	7.0%	5.5%	5.8%	4.5%
€48,001 - €60,000	9.0%	9.7%	13.2%	13.8%	10.8%
€60,001 - €72,000	14.6%	13.1%	14.4%	11.3%	19.4%
€72,001 - €84,000	13.2%	16.0%	18.0%	12.8%	7.3%
More than €84,000	42.8%	42.5%	42.8%	48.6%	50.0%

(*) 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.

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Switzerland: Fourth Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	5,945	5,815	6,021	8,851	9,984
- Fuerteventura	9,107	13,693	11,616	12,526	12,668
- Gran Canaria	18,407	21,815	23,823	23,833	29,383
- Tenerife	17,659	21,232	25,509	23,111	29,014
- La Palma	583	151	523	81	642

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	11.5%	9.3%	8.9%	12.9%	12.2%
- Fuerteventura	17.6%	21.8%	17.2%	18.3%	15.5%
- Gran Canaria	35.6%	34.8%	35.3%	34.8%	36.0%
- Tenerife	34.2%	33.9%	37.8%	33.8%	35.5%
- La Palma	1.1%	0.2%	0.8%	0.1%	0.8%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	12.8%	11.1%	11.4%	12.5%	9.7%
Only with partner	50.6%	51.1%	44.9%	42.4%	45.8%
Only with children (under the age of 13)	0.0%	1.5%	1.1%	1.1%	0.8%
Partner + children (under the age of 13)	8.8%	14.8%	15.1%	14.7%	9.4%
Other relatives	2.8%	6.4%	5.1%	6.4%	9.4%
Friends	7.6%	5.8%	8.2%	5.6%	8.8%
Work colleagues	1.0%	0.4%	0.0%	0.4%	1.4%
Other combinations ⁽¹⁾	16.3%	8.8%	14.1%	16.8%	14.8%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	93.7%	93.3%	91.3%	93.1%	95.8%
Average rating (scale 1-10)	8.75	8.76	8.73	8.80	8.81

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	75.7%	67.6%	72.9%	73.5%	74.9%
In love (at least 10 previous visits)	13.4%	12.4%	12.0%	9.9%	13.3%

Where does the flight come from?



Ten main origin countries	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Switzerland	73.0%	70.4%	78.7%	73.8%	72.6%
Spanish Mainland	19.2%	22.3%	14.5%	15.4%	22.5%
Italy	1.2%	1.4%	5.1%	4.9%	2.8%
Germany	5.3%	6.0%	1.6%	4.7%	1.3%
United Kingdom	0.0%	0.0%	0.0%	0.9%	0.4%
France	0.0%	0.0%	0.0%	0.3%	0.0%
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%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	95.7%	91.5%	96.6%	91.5%	93.5%
Tranquillity/rest/relaxation	40.8%	45.7%	39.0%	28.9%	37.9%
Beaches	44.1%	42.5%	38.5%	42.1%	37.0%
Scenery	22.5%	24.5%	26.7%	29.7%	21.2%
Visiting new places	12.7%	13.5%	15.4%	14.0%	15.2%
Security	8.5%	5.7%	6.2%	10.8%	13.5%
Ease of travel	14.1%	9.0%	8.5%	8.0%	11.5%
Active tourism	5.6%	8.0%	7.0%	5.6%	8.2%
Price	9.4%	7.1%	11.3%	9.7%	7.2%
Suitable destination for children	4.2%	8.0%	5.4%	8.2%	4.3%
Nautical activities	3.4%	5.1%	7.1%	6.4%	4.1%
Quality of the environment	2.5%	2.8%	3.7%	4.7%	4.0%
Nightlife/fun	5.7%	3.8%	3.8%	2.5%	3.6%
Shopping	1.2%	1.1%	0.4%	1.3%	3.3%
Theme parks	2.9%	2.1%	1.0%	3.6%	1.7%
Golf	1.4%	1.9%	4.6%	4.7%	1.6%

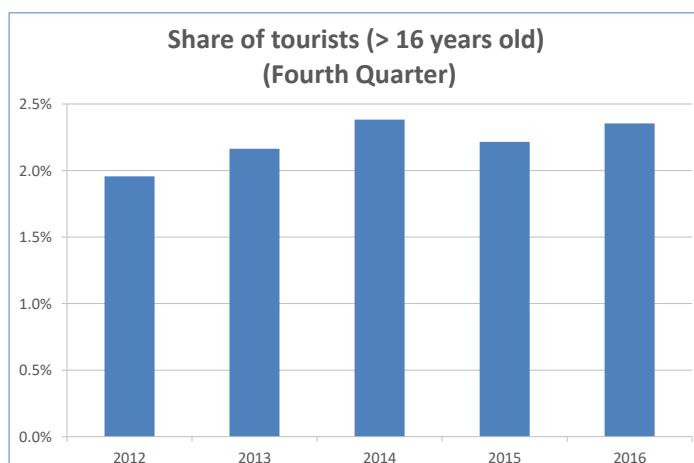
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	61.1%	53.4%	58.7%	64.4%	62.9%
Recommendation by friends or relatives	25.1%	29.7%	34.2%	31.0%	34.8%
The Canary Islands television channel	0.5%	0.4%	0.9%	0.0%	0.6%
Other television or radio channels	0.8%	0.0%	1.4%	0.3%	0.7%
Information in the press/magazines/books	8.0%	3.1%	5.4%	2.5%	5.4%
Attendance at a tourism fair	0.0%	0.3%	0.5%	0.0%	0.8%
Tour Operator's brochure or catalogue	16.7%	10.3%	7.1%	10.0%	8.2%
Recommendation by Travel Agency	10.9%	14.1%	13.4%	13.6%	10.8%
Information obtained via the Internet	30.9%	33.7%	31.4%	28.0%	29.7%
Senior Tourism programme	0.0%	0.4%	0.0%	0.5%	0.0%
Others	5.5%	13.7%	8.9%	8.9%	5.3%

* 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.