

Tourist profile trend (2016)

Switzerland: First Quarter

How many are they and how much do they spend?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	42,852	39,813	47,153	55,552	51,548
Average daily expenditure (€)	160.57	188.90	176.31	176.02	179.84
. in their place of residence	118.29	138.72	122.87	129.53	130.08
. in the Canary Islands	42.28	50.19	53.44	46.49	49.76
Average length of stay	9.03	8.60	9.79	10.23	9.39
Turnover per tourist (€)	1,351	1,528	1,585	1,539	1,528
Total turnover (> 16 years old) (€m)	57.9	60.8	74.7	85.5	78.7
Share of total turnover	22.8%	21.7%	23.9%	24.4%	20.3%
Share of total tourist	22.8%	19.7%	21.7%	24.1%	20.1%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation (**):	61.40	69.65	73.73	74.58	82.46
- Accommodation	51.95	63.84	67.14	65.46	67.38
- Additional accommodation expenses	9.45	5.82	6.60	9.12	15.08
Transport:	29.70	37.81	45.34	43.23	29.28
- Public transport	4.24	3.23	12.10	4.45	3.26
- Taxi	7.61	6.78	6.89	8.03	4.52
- Car rental	17.85	27.80	26.35	30.75	21.49
Food and drink:	138.53	170.61	201.52	184.21	188.22
- Food purchases at supermarkets	56.53	73.90	67.62	95.15	79.73
- Restaurants	82.00	96.71	133.90	89.05	108.50
Souvenirs:	59.51	67.90	79.94	73.51	81.44
Leisure:	49.76	40.72	59.10	44.15	61.26
- Organized excursions	20.61	11.63	31.21	20.78	12.87
- Leisure, amusement	4.43	4.74	7.08	8.21	2.61
- Trip to other islands	0.50	1.42	4.11	0.68	0.68
- Sporting activities	16.24	14.46	13.21	6.51	11.90
- Cultural activities	4.45	2.98	2.31	0.93	1.60
- Discos and disco-pubs	3.53	5.49	1.18	7.05	31.60
Others:	36.03	27.43	29.70	13.27	36.44
- Wellness	7.77	9.54	10.85	4.07	10.69
- Medical expenses	3.24	0.96	2.95	0.64	2.20
- Other expenses	25.01	16.93	15.90	8.56	23.54

How far in advance do they book their trip?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.0%	0.0%	0.1%	0.0%	1.3%
Between 2 and 7 days	6.5%	9.8%	9.3%	10.6%	7.9%
Between 8 and 15 days	10.0%	10.7%	11.1%	9.9%	11.6%
Between 16 and 30 days	18.0%	25.8%	18.8%	21.3%	11.3%
Between 31 and 90 days	31.4%	29.1%	29.8%	33.2%	42.2%
More than 90 days	34.1%	24.6%	31.0%	25.0%	25.6%

What do they book at their place of residence?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	10.6%	4.1%	10.9%	12.3%	5.6%
Flight and accommodation (room only)	22.1%	15.0%	18.6%	12.2%	20.0%
Flight and accommodation (B&B)	11.1%	16.2%	17.1%	17.2%	14.4%
Flight and accommodation (half board)	32.9%	40.7%	33.4%	31.0%	35.0%
Flight and accommodation (full board)	2.8%	6.1%	3.8%	3.3%	2.2%
Flight and accommodation (all inclusive)	20.5%	17.8%	16.2%	23.9%	22.9%
% Tourists using low-cost airlines	36.0%	25.0%	26.0%	34.6%	44.8%
Other expenses in their place of residence:					
- Car rental	17.1%	20.1%	16.4%	18.9%	19.9%
- Sporting activities	9.6%	11.0%	10.6%	8.7%	11.8%
- Excursions	10.9%	9.2%	7.5%	6.8%	9.2%
- Trip to other islands	2.8%	0.9%	2.7%	1.9%	4.3%

How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation booking					
Tour Operator	37.1%	46.1%	39.3%	46.0%	39.8%
- Tour Operator's website	72.9%	71.7%	63.5%	74.9%	76.7%
Accommodation	19.5%	14.2%	15.6%	12.2%	17.1%
- Accommodation's website	87.4%	90.3%	95.8%	86.7%	80.3%
Travel agency (High street)	23.5%	21.5%	22.4%	13.1%	18.5%
Online Travel Agency (OTA)	14.6%	17.9%	17.2%	21.6%	21.5%
No need to book accommodation	5.3%	0.3%	5.5%	7.2%	3.0%

Flight booking

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tour Operator	45.8%	41.7%	38.4%	49.0%	39.9%
- Tour Operator's website	75.0%	70.9%	63.2%	70.2%	79.5%
Airline	20.9%	15.0%	25.8%	19.5%	25.3%
- Airline's website	95.2%	87.4%	97.7%	95.3%	94.8%
Travel agency (High street)	19.7%	23.1%	20.1%	11.2%	18.2%
Online Travel Agency (OTA)	13.7%	20.3%	15.7%	20.3%	16.6%

Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	11.7%	19.4%	17.8%	14.8%	10.4%
4* Hotel	40.5%	39.8%	37.2%	33.9%	43.1%
1-2-3* Hotel	19.8%	17.3%	11.9%	14.1%	15.5%
Apartment	22.9%	23.1%	24.1%	23.5%	25.4%
Property (privately-owned, friends, family)	4.3%	0.3%	5.5%	9.7%	3.1%
Others	0.8%	0.1%	3.5%	3.9%	2.6%

Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Gender					
Percentage of men	55.4%	56.4%	58.9%	56.6%	51.5%
Percentage of women	44.6%	43.6%	41.1%	43.4%	48.5%

Age

Average age (tourists > 16 years old)	47.8	44.9	44.5	46.4	45.8
Standard deviation	14.8	14.5	14.5	15.9	15.8

Age range (> 16 years old)

16-24 years old	5.5%	11.5%	10.4%	8.7%	11.1%
25-30 years old	12.1%	5.8%	8.8%	10.8%	10.1%
31-45 years old	24.5%	33.8%	32.1%	29.2%	30.7%
46-60 years old	37.7%	31.5%	34.9%	27.1%	29.1%
Over 60 years old	20.2%	17.4%	13.8%	24.3%	18.9%

Occupation

Business owner or self-employed	28.1%	18.2%	27.4%	18.8%	20.7%
Upper/Middle management employee	41.7%	44.3%	42.7%	43.4%	45.6%
Auxiliary level employee	9.5%	9.6%	12.1%	9.3%	8.8%
Students	2.7%	9.8%	6.0%	7.3%	10.7%
Retired	15.5%	14.2%	8.6%	21.2%	13.5%
Unemployed / unpaid dom. work	2.6%	4.0%	3.1%	0.0%	0.7%

Annual household income level

€12,000 - €24,000	1.2%	7.3%	4.6%	6.6%	7.5%
€24,001 - €36,000	6.6%	2.0%	9.2%	3.0%	1.4%
€36,001 - €48,000	6.3%	12.0%	9.4%	10.1%	8.7%
€48,001 - €60,000	15.6%	19.4%	8.9%	12.4%	12.4%
€60,001 - €72,000	16.0%	16.2%	8.6%	11.5%	11.9%
€72,001 - €84,000	12.9%	11.9%	10.2%	13.6%	14.3%
More than €84,000	41.4%	31.2%	49.2%	42.8%	43.8%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	4,897	4,648	5,661	7,520	7,500
- Fuerteventura	7,644	10,703	5,362	5,594	8,408
- Gran Canaria	15,678	14,519	16,476	21,839	19,645
- Tenerife	13,309	9,869	18,749	19,844	14,625
- La Palma	777	29	478	755	528

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	11.6%	11.7%	12.1%	13.5%	14.8%
- Fuerteventura	18.1%	26.9%	11.5%	10.1%	16.6%
- Gran Canaria	37.1%	36.5%	35.3%	39.3%	38.7%
- Tenerife	31.5%	24.8%	40.1%	35.7%	28.8%
- La Palma	1.8%	0.1%	1.0%	1.4%	1.0%

Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	11.6%	15.0%	18.6%	18.0%	13.1%
Only with partner	61.3%	52.7%	49.0%	43.8%	50.1%
Only with children (under the age of 13)	0.0%	0.0%	1.7%	0.0%	0.6%
Partner + children (under the age of 13)	7.7%	4.1%	10.6%	8.4%	10.2%
Other relatives	1.7%	5.6%	2.5%	6.8%	3.7%
Friends	8.0%	11.8%	9.6%	9.4%	10.3%
Work colleagues	0.4%	0.0%	0.0%	2.4%	0.3%
Other combinations ⁽¹⁾	9.3%	10.8%	8.1%	11.2%	11.8%

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

How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	86.6%	93.7%	90.9%	91.4%	93.6%
Average rating (scale 1-10)	8.45	8.68	8.54	8.58	8.75

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	74.8%	70.3%	70.8%	80.4%	71.9%
In love (at least 10 previous visits)	17.5%	14.1%	12.0%	17.7%	13.3%

Where does the flight come from?



Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Switzerland	79.9%	82.0%	74.7%	77.0%	80.1%
Spanish Mainland	8.4%	13.7%	16.5%	12.8%	11.3%
Italy	4.0%	0.5%	1.3%	0.0%	4.8%
Germany	7.7%	3.0%	4.2%	7.6%	3.2%
Belgium	0.0%	0.0%	0.0%	0.9%	0.5%
France	0.0%	0.0%	1.2%	1.5%	0.0%
Netherlands	0.0%	0.0%	1.3%	0.0%	0.0%
United Kingdom	0.0%	0.7%	0.8%	0.2%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	96.7%	96.4%	92.0%	91.2%	92.2%
Tranquillity/rest/relaxation	41.9%	38.1%	31.3%	41.2%	38.2%
Beaches	24.2%	39.2%	27.2%	25.2%	34.7%
Scenery	21.9%	28.8%	27.0%	28.1%	29.9%
Visiting new places	20.5%	9.8%	12.0%	15.9%	14.6%
Ease of travel	13.9%	16.9%	17.7%	10.3%	13.5%
Active tourism	5.6%	6.1%	6.0%	3.3%	12.4%
Security	4.7%	5.5%	5.4%	7.8%	11.7%
Price	16.7%	8.8%	10.8%	9.7%	7.8%
Quality of the environment	2.4%	1.3%	4.3%	6.9%	3.6%
Nautical activities	2.4%	2.2%	5.5%	5.2%	3.5%
Suitable destination for children	3.1%	1.1%	7.3%	6.3%	3.5%
Shopping	2.8%	1.9%	2.0%	2.1%	2.3%
Culture	1.5%	1.8%	1.6%	0.2%	2.3%
Golf	5.9%	3.8%	3.3%	1.5%	2.1%
Nightlife/fun	3.6%	2.7%	0.5%	4.0%	1.5%

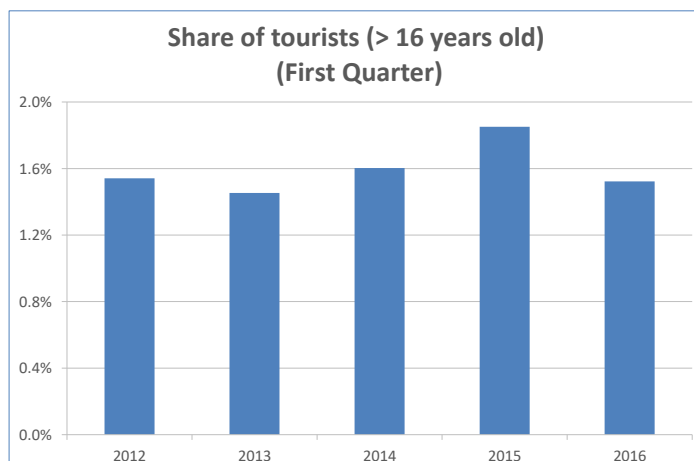
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	63.1%	59.1%	57.0%	65.4%	56.7%
Recommendation by friends or relatives	34.0%	35.3%	29.3%	36.0%	36.6%
The Canary Islands television channel	1.3%	0.5%	0.0%	0.6%	0.0%
Other television or radio channels	1.2%	1.0%	0.8%	0.0%	0.6%
Information in the press/magazines/books	7.2%	5.2%	3.8%	2.9%	4.7%
Attendance at a tourism fair	1.2%	2.5%	2.5%	0.0%	1.8%
Tour Operator's brochure or catalogue	11.7%	7.8%	9.1%	12.6%	9.3%
Recommendation by Travel Agency	13.6%	11.5%	17.0%	9.6%	10.8%
Information obtained via the Internet	21.9%	22.7%	20.2%	25.3%	24.4%
Senior Tourism programme	0.0%	0.0%	0.0%	0.7%	0.5%
Others	8.2%	4.1%	11.3%	8.3%	7.9%

* 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.