

# Tourist profile trend (2017)

## Switzerland: First Quarter

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	39,813	47,153	55,552	51,548	57,936
Average daily expenditure (€)	188.90	176.31	176.02	179.84	191.86
. in their place of residence	138.72	122.87	129.53	130.08	131.75
. in the Canary Islands	50.19	53.44	46.49	49.76	60.12
Average length of stay	8.60	9.79	10.23	9.39	10.49
Turnover per tourist (€)	1,528	1,585	1,539	1,528	1,566
Total turnover (> 16 years old) (€m)	60.8	74.7	85.5	78.7	90.7
Share of total turnover	21.7%	23.9%	24.4%	20.3%	--
Share of total tourist	19.7%	21.7%	24.1%	20.1%	--

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	69.65	73.73	74.58	82.46	90.79
- Accommodation	63.84	67.14	65.46	67.38	80.46
- Additional accommodation expenses	5.82	6.60	9.12	15.08	10.33
<b>Transport:</b>	37.81	45.34	43.23	29.28	50.01
- Public transport	3.23	12.10	4.45	3.26	8.81
- Taxi	6.78	6.89	8.03	4.52	10.24
- Car rental	27.80	26.35	30.75	21.49	30.96
<b>Food and drink:</b>	170.61	201.52	184.21	188.22	205.39
- Food purchases at supermarkets	73.90	67.62	95.15	79.73	70.54
- Restaurants	96.71	133.90	89.05	108.50	134.85
<b>Souvenirs:</b>	67.90	79.94	73.51	81.44	73.09
<b>Leisure:</b>	40.72	59.10	44.15	61.26	51.53
- Organized excursions	11.63	31.21	20.78	12.87	16.85
- Leisure, amusement	4.74	7.08	8.21	2.61	8.44
- Trip to other islands	1.42	4.11	0.68	0.68	2.41
- Sporting activities	14.46	13.21	6.51	11.90	13.14
- Cultural activities	2.98	2.31	0.93	1.60	4.89
- Discos and disco-pubs	5.49	1.18	7.05	31.60	5.81
<b>Others:</b>	27.43	29.70	13.27	36.44	35.21
- Wellness	9.54	10.85	4.07	10.69	7.85
- Medical expenses	0.96	2.95	0.64	2.20	2.81
- Other expenses	16.93	15.90	8.56	23.54	24.55

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	0.0%	0.1%	0.0%	1.3%	0.0%
Between 2 and 7 days	9.8%	9.3%	10.6%	7.9%	7.3%
Between 8 and 15 days	10.7%	11.1%	9.9%	11.6%	11.9%
Between 16 and 30 days	25.8%	18.8%	21.3%	11.3%	19.3%
Between 31 and 90 days	29.1%	29.8%	33.2%	42.2%	30.6%
More than 90 days	24.6%	31.0%	25.0%	25.6%	31.0%

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	4.1%	10.9%	12.3%	5.6%	12.7%
Flight and accommodation (room only)	15.0%	18.6%	12.2%	20.0%	22.5%
Flight and accommodation (B&B)	16.2%	17.1%	17.2%	14.4%	9.4%
Flight and accommodation (half board)	40.7%	33.4%	31.0%	35.0%	32.4%
Flight and accommodation (full board)	6.1%	3.8%	3.3%	2.2%	6.4%
Flight and accommodation (all inclusive)	17.8%	16.2%	23.9%	22.9%	16.7%
<b>% Tourists using low-cost airlines</b>	25.0%	26.0%	34.6%	44.8%	40.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	20.1%	16.4%	18.9%	19.9%	19.4%
- Sporting activities	11.0%	10.6%	8.7%	11.8%	12.0%
- Excursions	9.2%	7.5%	6.8%	9.2%	10.8%
- Trip to other islands	0.9%	2.7%	1.9%	4.3%	6.3%

### How do they book?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Accommodation booking</b>					
<b>Tour Operator</b>	46.1%	39.3%	46.0%	39.8%	39.3%
- Tour Operator's website	71.7%	63.5%	74.9%	76.7%	74.4%
<b>Accommodation</b>	14.2%	15.6%	12.2%	17.1%	10.6%
- Accommodation's website	90.3%	95.8%	86.7%	80.3%	53.7%
<b>Travel agency (High street)</b>	21.5%	22.4%	13.1%	18.5%	13.3%
<b>Online Travel Agency (OTA)</b>	17.9%	17.2%	21.6%	21.5%	31.9%
<b>No need to book accommodation</b>	0.3%	5.5%	7.2%	3.0%	5.0%

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Flight booking</b>					
<b>Tour Operator</b>	41.7%	38.4%	49.0%	39.9%	35.2%
- Tour Operator's website	70.9%	63.2%	70.2%	79.5%	72.7%
<b>Airline</b>	15.0%	25.8%	19.5%	25.3%	28.8%
- Airline's website	87.4%	97.7%	95.3%	94.8%	100.0%
<b>Travel agency (High street)</b>	23.1%	20.1%	11.2%	18.2%	10.1%
<b>Online Travel Agency (OTA)</b>	20.3%	15.7%	20.3%	16.6%	25.8%

### Where do they stay?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
5* Hotel	19.4%	17.8%	14.8%	10.4%	14.6%
4* Hotel	39.8%	37.2%	33.9%	43.1%	42.6%
1-2-3* Hotel	17.3%	11.9%	14.1%	15.5%	7.8%
Apartment	23.1%	24.1%	23.5%	25.4%	25.8%
Property (privately-owned, friends, family)	0.3%	5.5%	9.7%	3.1%	5.8%
Others	0.1%	3.5%	3.9%	2.6%	3.4%

### Who are they?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Gender</b>					
Percentage of men	56.4%	58.9%	56.6%	51.5%	60.6%
Percentage of women	43.6%	41.1%	43.4%	48.5%	39.4%

Age					
Average age (tourists > 16 years old)	44.9	44.5	46.4	45.8	49.5
Standard deviation	14.5	14.5	15.9	15.8	14.8

Age range (> 16 years old)					
16-24 years old	11.5%	10.4%	8.7%	11.1%	6.4%
25-30 years old	5.8%	8.8%	10.8%	10.1%	7.5%
31-45 years old	33.8%	32.1%	29.2%	30.7%	21.3%
46-60 years old	31.5%	34.9%	27.1%	29.1%	41.1%
Over 60 years old	17.4%	13.8%	24.3%	18.9%	23.8%

Occupation					
Business owner or self-employed	18.2%	27.4%	18.8%	20.7%	24.3%
Upper/Middle management employee	44.3%	42.7%	43.4%	45.6%	38.7%
Auxiliary level employee	9.6%	12.1%	9.3%	8.8%	20.8%
Students	9.8%	6.0%	7.3%	10.7%	0.9%
Retired	14.2%	8.6%	21.2%	13.5%	13.3%
Unemployed / unpaid dom. work	4.0%	3.1%	0.0%	0.7%	1.9%

Annual household income level					
€12,000 - €24,000	7.3%	4.6%	6.6%	7.5%	5.8%
€24,001 - €36,000	2.0%	9.2%	3.0%	1.4%	5.0%
€36,001 - €48,000	12.0%	9.4%	10.1%	8.7%	9.5%
€48,001 - €60,000	19.4%	8.9%	12.4%	12.4%	12.9%
€60,001 - €72,000	16.2%	8.6%	11.5%	11.9%	8.9%
€72,001 - €84,000	11.9%	10.2%	13.6%	14.3%	13.2%
More than €84,000	31.2%	49.2%	42.8%	43.8%	44.7%

(\*) 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.

# Tourist profile trend (2017)

## Switzerland: First Quarter

### Which island do they choose?



Tourists (> 16 years old)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	4,648	5,661	7,520	7,500	8,882
- Fuerteventura	10,703	5,362	5,594	8,408	10,093
- Gran Canaria	14,519	16,476	21,839	19,645	19,361
- Tenerife	9,869	18,749	19,844	14,625	18,042
- La Palma	29	478	755	528	734

Share (%)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	11.7%	12.1%	13.5%	14.8%	15.6%
- Fuerteventura	26.9%	11.5%	10.1%	16.6%	17.7%
- Gran Canaria	36.5%	35.3%	39.3%	38.7%	33.9%
- Tenerife	24.8%	40.1%	35.7%	28.8%	31.6%
- La Palma	0.1%	1.0%	1.4%	1.0%	1.3%

### Who do they come with?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	15.0%	18.6%	18.0%	13.1%	10.8%
Only with partner	52.7%	49.0%	43.8%	50.1%	56.1%
Only with children (under the age of 13)	0.0%	1.7%	0.0%	0.6%	1.9%
Partner + children (under the age of 13)	4.1%	10.6%	8.4%	10.2%	6.0%
Other relatives	5.6%	2.5%	6.8%	3.7%	3.5%
Friends	11.8%	9.6%	9.4%	10.3%	8.2%
Work colleagues	0.0%	0.0%	2.4%	0.3%	0.0%
Other combinations <sup>(1)</sup>	10.8%	8.1%	11.2%	11.8%	13.5%

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

### How do they rate the destination?



Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	93.7%	90.9%	91.4%	93.6%	98.9%
Average rating (scale 1-10)	8.68	8.54	8.58	8.75	8.95

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	70.3%	70.8%	80.4%	71.9%	83.0%
In love (at least 10 previous visits)	14.1%	12.0%	17.7%	13.3%	17.2%

### Where does the flight come from?



Ten main origin markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Switzerland	82.0%	74.7%	77.0%	80.1%	75.5%
Spanish Mainland	13.7%	16.5%	12.8%	11.3%	12.7%
France	0.0%	1.2%	1.5%	0.0%	4.5%
Italy	0.5%	1.3%	0.0%	4.8%	3.2%
Germany	3.0%	4.2%	7.6%	3.2%	2.2%
Austria	0.0%	0.0%	0.0%	0.0%	1.3%
United Kingdom	0.7%	0.8%	0.2%	0.0%	0.7%
Belgium	0.0%	0.0%	0.9%	0.5%	0.0%
Netherlands	0.0%	1.3%	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	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Climate/sun	96.4%	92.0%	91.2%	92.2%	93.2%
Tranquillity/rest/relaxation	38.1%	31.3%	41.2%	38.2%	36.4%
Scenery	28.8%	27.0%	28.1%	29.9%	32.2%
Beaches	39.2%	27.2%	25.2%	34.7%	28.1%
Visiting new places	9.8%	12.0%	15.9%	14.6%	19.4%
Security	5.5%	5.4%	7.8%	11.7%	12.7%
Ease of travel	16.9%	17.7%	10.3%	13.5%	11.3%
Active tourism	6.1%	6.0%	3.3%	12.4%	8.7%
Price	8.8%	10.8%	9.7%	7.8%	8.3%
Quality of the environment	1.3%	4.3%	6.9%	3.6%	7.0%
Nautical activities	2.2%	5.5%	5.2%	3.5%	5.5%
Suitable destination for children	1.1%	7.3%	6.3%	3.5%	4.1%
Golf	3.8%	3.3%	1.5%	2.1%	3.8%
Shopping	1.9%	2.0%	2.1%	2.3%	2.0%
Rural tourism	1.3%	1.0%	3.5%	0.8%	1.1%
Health-related tourism	0.7%	0.3%	1.3%	0.0%	0.8%

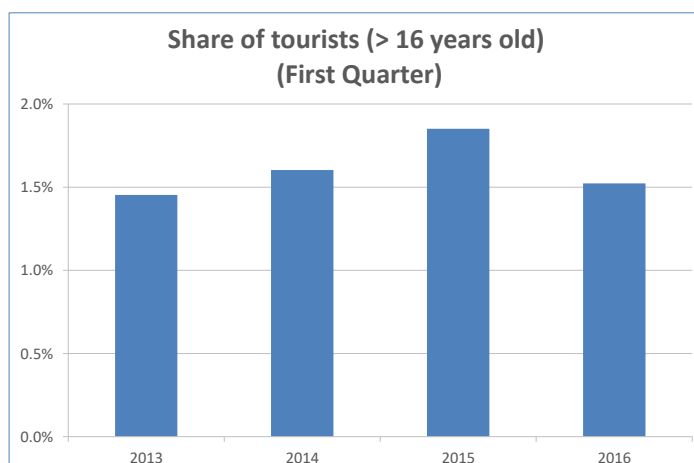
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Previous visits to the Canary Islands	59.1%	57.0%	65.4%	56.7%	76.1%
Recommendation by friends or relatives	35.3%	29.3%	36.0%	36.6%	24.6%
The Canary Islands television channel	0.5%	0.0%	0.6%	0.0%	0.0%
Other television or radio channels	1.0%	0.8%	0.0%	0.6%	0.6%
Information in the press/magazines/books	5.2%	3.8%	2.9%	4.7%	8.2%
Attendance at a tourism fair	2.5%	2.5%	0.0%	1.8%	2.2%
Tour Operator's brochure or catalogue	7.8%	9.1%	12.6%	9.3%	3.0%
Recommendation by Travel Agency	11.5%	17.0%	9.6%	10.8%	10.1%
Information obtained via the Internet	22.7%	20.2%	25.3%	24.4%	21.9%
Senior Tourism programme	0.0%	0.0%	0.7%	0.5%	0.0%
Others	4.1%	11.3%	8.3%	7.9%	7.1%

\* 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.