

Tourist profile trend (2016)

Switzerland: Second Quarter

How many are they and how much do they spend?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	43,983	42,262	46,571	53,038	56,494
Average daily expenditure (€)	156.47	167.87	161.65	171.87	177.19
. in their place of residence	113.64	122.50	117.98	126.78	133.15
. in the Canary Islands	42.83	45.37	43.67	45.09	44.04
Average length of stay	9.57	8.76	8.61	9.92	9.95
Turnover per tourist (€)	1,272	1,368	1,339	1,536	1,530
Total turnover (> 16 years old) (€m)	55.9	57.8	62.4	81.4	86.5
Share of total turnover	22.0%	20.7%	20.0%	23.3%	22.3%
Share of total tourist	23.4%	20.9%	21.4%	23.0%	22.1%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	33.53	65.18	46.96	55.82	84.67
- Accommodation	23.76	51.27	46.08	47.09	76.53
- Additional accommodation expenses	9.76	13.91	0.88	8.73	8.14
Transport:	37.40	29.40	27.21	40.05	25.08
- Public transport	6.10	6.93	5.92	7.45	2.88
- Taxi	7.49	7.67	4.92	10.65	3.81
- Car rental	23.81	14.81	16.37	21.95	18.39
Food and drink:	145.59	164.00	140.81	153.90	188.55
- Food purchases at supermarkets	59.26	56.67	56.78	45.16	84.17
- Restaurants	86.32	107.33	84.04	108.74	104.39
Souvenirs:	68.09	76.40	71.73	66.25	60.20
Leisure:	54.20	37.63	47.89	68.04	39.48
- Organized excursions	20.15	18.16	15.83	17.22	14.61
- Leisure, amusement	5.78	2.83	4.88	9.68	3.35
- Trip to other islands	3.77	1.05	4.54	3.20	0.38
- Sporting activities	11.63	8.70	15.27	27.72	7.13
- Cultural activities	3.62	1.76	4.84	3.03	4.20
- Discos and disco-pubs	9.26	5.14	2.53	7.19	9.80
Others:	24.73	15.08	24.91	18.95	24.79
- Wellness	5.05	5.95	8.12	8.01	6.12
- Medical expenses	1.60	3.30	0.92	1.16	3.96
- Other expenses	18.08	5.83	15.88	9.79	14.71

How far in advance do they book their trip?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.0%	0.6%	0.0%	1.6%	0.1%
Between 2 and 7 days	12.4%	7.6%	7.2%	9.1%	4.0%
Between 8 and 15 days	12.3%	9.4%	6.6%	11.2%	7.8%
Between 16 and 30 days	15.5%	17.3%	12.3%	8.7%	21.6%
Between 31 and 90 days	33.5%	39.8%	39.1%	36.4%	43.9%
More than 90 days	26.4%	25.2%	34.8%	33.1%	22.6%

What do they book at their place of residence?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	10.8%	9.4%	6.3%	6.3%	6.4%
Flight and accommodation (room only)	11.5%	18.7%	17.4%	19.0%	16.3%
Flight and accommodation (B&B)	12.5%	11.9%	14.9%	17.0%	19.1%
Flight and accommodation (half board)	41.6%	38.5%	34.6%	30.8%	29.5%
Flight and accommodation (full board)	1.7%	3.8%	5.8%	4.6%	6.8%
Flight and accommodation (all inclusive)	22.0%	17.7%	21.0%	22.3%	22.0%
% Tourists using low-cost airlines	41.7%	26.3%	30.1%	33.6%	42.1%
Other expenses in their place of residence:					
- Car rental	11.1%	15.7%	10.8%	25.7%	16.2%
- Sporting activities	6.3%	5.7%	7.7%	8.4%	8.6%
- Excursions	4.2%	10.3%	8.9%	9.7%	7.4%
- Trip to other islands	1.9%	1.4%	1.9%	3.0%	1.4%

How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Accommodation booking					
Tour Operator	52.5%	37.2%	37.0%	32.9%	40.3%
- Tour Operator's website	72.8%	63.5%	62.7%	82.5%	89.5%
Accommodation	9.4%	16.4%	12.2%	18.7%	14.0%
- Accommodation's website	76.8%	88.1%	100.0%	85.0%	78.1%
Travel agency (High street)	14.0%	26.5%	24.2%	14.9%	19.7%
Online Travel Agency (OTA)	19.1%	15.7%	22.6%	28.3%	23.8%
No need to book accommodation	5.0%	4.2%	3.9%	5.3%	2.2%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight booking					
Tour Operator	53.5%	35.7%	40.2%	36.3%	40.5%
- Tour Operator's website	78.3%	50.0%	57.2%	77.9%	77.8%
Airline	12.9%	20.1%	17.0%	30.7%	17.9%
- Airline's website	100.0%	93.5%	99.4%	95.1%	94.8%
Travel agency (High street)	12.8%	27.5%	23.7%	14.8%	19.4%
Online Travel Agency (OTA)	20.8%	16.7%	19.1%	18.1%	22.3%

Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	10.9%	13.2%	13.7%	17.7%	19.4%
4* Hotel	40.7%	42.6%	52.2%	44.7%	41.8%
1-2-3* Hotel	21.1%	13.1%	10.3%	10.7%	15.2%
Apartment	22.2%	25.3%	20.2%	22.1%	20.1%
Property (privately-owned, friends, family)	3.3%	4.5%	2.7%	4.1%	1.7%
Others	1.8%	1.3%	0.8%	0.6%	1.7%

Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Gender					
Percentage of men	55.4%	50.8%	48.9%	51.6%	57.9%
Percentage of women	44.6%	49.2%	51.1%	48.4%	42.1%

Age					
Average age (tourists > 16 years old)	42.9	44.3	42.4	45.5	49.1
Standard deviation	14.7	14.7	15.4	15.0	15.8

Age range (> 16 years old)					
16-24 years old	10.3%	10.2%	15.2%	7.3%	6.3%
25-30 years old	16.7%	11.8%	14.2%	14.2%	11.0%
31-45 years old	29.0%	30.7%	28.7%	29.2%	22.7%
46-60 years old	28.1%	31.8%	28.3%	29.4%	36.9%
Over 60 years old	15.9%	15.5%	13.6%	19.9%	23.1%

Occupation					
Business owner or self-employed	15.8%	20.9%	17.5%	15.8%	16.8%
Upper/Middle management employee	56.1%	43.7%	46.5%	56.1%	48.7%
Auxiliary level employee	11.9%	13.4%	13.7%	10.8%	9.8%
Students	3.6%	6.6%	7.7%	5.4%	3.0%
Retired	12.6%	11.8%	10.0%	7.4%	19.7%
Unemployed / unpaid dom. work	0.0%	3.6%	4.7%	4.6%	1.9%

Annual household income level					
€12,000 - €24,000	4.5%	10.6%	6.6%	3.7%	7.7%
€24,001 - €36,000	5.9%	4.4%	0.6%	3.1%	7.7%
€36,001 - €48,000	7.0%	5.8%	15.6%	4.2%	9.0%
€48,001 - €60,000	10.3%	18.0%	23.6%	14.5%	12.9%
€60,001 - €72,000	14.2%	12.1%	11.7%	12.3%	17.1%
€72,001 - €84,000	11.7%	12.1%	9.2%	13.4%	9.9%
More than €84,000	46.4%	37.0%	32.8%	48.8%	35.7%

(*) 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.

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Switzerland: Second Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	5,158	4,653	5,785	5,495	5,728
- Fuerteventura	6,495	6,132	7,842	8,921	10,411
- Gran Canaria	17,919	16,284	13,946	16,153	21,840
- Tenerife	13,134	13,908	17,667	20,701	17,242
- La Palma	228	267	128	211	230

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	12.0%	11.3%	12.8%	10.7%	10.3%
- Fuerteventura	15.1%	14.9%	17.3%	17.3%	18.8%
- Gran Canaria	41.7%	39.5%	30.7%	31.4%	39.4%
- Tenerife	30.6%	33.7%	38.9%	40.2%	31.1%
- La Palma	0.5%	0.6%	0.3%	0.4%	0.4%

Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	12.5%	12.1%	12.5%	10.0%	17.3%
Only with partner	65.7%	41.1%	43.4%	54.6%	51.0%
Only with children (under the age of 13)	4.6%	0.5%	0.5%	1.1%	2.4%
Partner + children (under the age of 13)	5.3%	14.7%	9.6%	10.6%	6.8%
Other relatives	1.7%	6.6%	9.8%	4.1%	1.3%
Friends	4.6%	8.4%	12.6%	7.1%	10.0%
Work colleagues	0.0%	0.0%	1.2%	0.9%	0.0%
Other combinations ⁽¹⁾	5.5%	16.5%	10.5%	11.6%	11.2%

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

How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	91.9%	89.0%	90.7%	91.3%	91.3%
Average rating (scale 1-10)	8.49	8.60	8.53	8.79	8.69

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	66.3%	71.2%	67.3%	67.7%	79.2%
In love (at least 10 previous visits)	9.9%	13.4%	8.3%	7.2%	15.8%

Where does the flight come from?



Ten main origin countries	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Switzerland	82.5%	76.2%	81.6%	76.4%	78.1%
Spanish Mainland	12.3%	17.2%	13.4%	15.3%	16.5%
Italy	4.2%	2.2%	2.5%	2.6%	3.9%
Germany	1.0%	3.7%	2.5%	4.2%	1.3%
United Kingdom	0.0%	0.0%	0.0%	0.0%	0.1%
Austria	0.0%	0.7%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	1.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	89.2%	95.8%	89.0%	83.6%	93.1%
Beaches	29.9%	43.5%	37.6%	34.5%	41.1%
Tranquillity/rest/relaxation	40.2%	38.6%	42.1%	34.8%	31.9%
Scenery	30.0%	22.6%	35.8%	29.8%	22.2%
Security	2.8%	5.3%	6.7%	9.7%	18.9%
Visiting new places	23.3%	17.7%	18.7%	14.2%	15.5%
Ease of travel	11.5%	9.8%	9.3%	11.7%	11.2%
Price	18.9%	7.4%	11.5%	11.2%	6.4%
Nautical activities	2.7%	5.6%	2.8%	5.5%	6.3%
Active tourism	9.4%	6.2%	10.0%	6.8%	6.1%
Suitable destination for children	6.9%	3.7%	4.9%	4.3%	5.7%
Nightlife/fun	5.7%	5.0%	5.2%	3.5%	3.9%
Shopping	3.3%	3.9%	0.7%	0.0%	3.7%
Quality of the environment	0.9%	5.5%	4.5%	2.9%	3.1%
Theme parks	0.7%	2.6%	1.1%	2.9%	3.0%
Rural tourism	2.2%	0.3%	2.6%	2.2%	1.9%

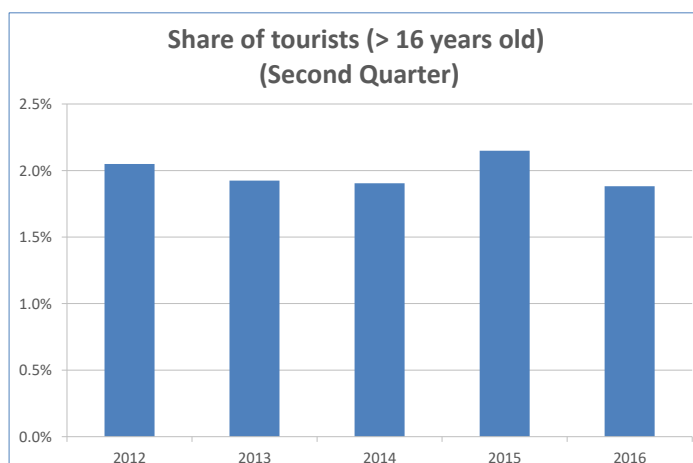
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	55.2%	56.6%	58.2%	51.6%	66.2%
Recommendation by friends or relatives	41.8%	36.6%	29.9%	33.5%	33.4%
The Canary Islands television channel	0.0%	0.6%	0.6%	2.5%	0.0%
Other television or radio channels	1.1%	0.5%	0.5%	0.0%	0.6%
Information in the press/magazines/books	6.6%	6.3%	3.8%	5.8%	7.6%
Attendance at a tourism fair	0.0%	0.3%	1.2%	1.4%	0.8%
Tour Operator's brochure or catalogue	14.1%	15.2%	14.5%	7.5%	9.4%
Recommendation by Travel Agency	11.8%	14.1%	15.8%	7.4%	9.2%
Information obtained via the Internet	35.6%	26.1%	25.5%	40.5%	23.1%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	2.1%	5.6%	6.0%	7.8%	6.7%

* 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.