

# Tourist profile trend (2017)

## Switzerland: Second Quarter

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tourist arrivals (> 16 years old)	42,262	46,571	53,038	56,494	63,159
Average daily expenditure (€)	167.87	161.65	171.87	177.19	172.55
. in their place of residence	122.50	117.98	126.78	133.15	121.97
. in the Canary Islands	45.37	43.67	45.09	44.04	50.58
Average length of stay	8.76	8.61	9.92	9.95	8.55
Turnover per tourist (€)	1,368	1,339	1,536	1,530	1,406
Total turnover (> 16 years old) (€m)	57.8	62.4	81.4	86.5	88.8
Share of total turnover	20.7%	20.0%	23.3%	22.3%	--
Share of total tourist	20.9%	21.4%	23.0%	22.1%	--

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	65.18	46.96	55.82	84.67	90.98
- Accommodation	51.27	46.08	47.09	76.53	76.82
- Additional accommodation expenses	13.91	0.88	8.73	8.14	14.16
<b>Transport:</b>	29.40	27.21	40.05	25.08	39.78
- Public transport	6.93	5.92	7.45	2.88	5.73
- Taxi	7.67	4.92	10.65	3.81	8.91
- Car rental	14.81	16.37	21.95	18.39	25.14
<b>Food and drink:</b>	164.00	140.81	153.90	188.55	154.78
- Food purchases at supermarkets	56.67	56.78	45.16	84.17	60.25
- Restaurants	107.33	84.04	108.74	104.39	94.52
<b>Souvenirs:</b>	76.40	71.73	66.25	60.20	65.86
<b>Leisure:</b>	37.63	47.89	68.04	39.48	56.56
- Organized excursions	18.16	15.83	17.22	14.61	15.85
- Leisure, amusement	2.83	4.88	9.68	3.35	3.63
- Trip to other islands	1.05	4.54	3.20	0.38	0.00
- Sporting activities	8.70	15.27	27.72	7.13	26.77
- Cultural activities	1.76	4.84	3.03	4.20	2.02
- Discos and disco-pubs	5.14	2.53	7.19	9.80	8.28
<b>Others:</b>	15.08	24.91	18.95	24.79	10.76
- Wellness	5.95	8.12	8.01	6.12	1.95
- Medical expenses	3.30	0.92	1.16	3.96	0.55
- Other expenses	5.83	15.88	9.79	14.71	8.25

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
The same day they leave	0.6%	0.0%	1.6%	0.1%	0.3%
Between 2 and 7 days	7.6%	7.2%	9.1%	4.0%	4.9%
Between 8 and 15 days	9.4%	6.6%	11.2%	7.8%	7.7%
Between 16 and 30 days	17.3%	12.3%	8.7%	21.6%	15.6%
Between 31 and 90 days	39.8%	39.1%	36.4%	43.9%	43.0%
More than 90 days	25.2%	34.8%	33.1%	22.6%	28.5%

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight only	9.4%	6.3%	6.3%	6.4%	7.1%
Flight and accommodation (room only)	18.7%	17.4%	19.0%	16.3%	20.0%
Flight and accommodation (B&B)	11.9%	14.9%	17.0%	19.1%	17.7%
Flight and accommodation (half board)	38.5%	34.6%	30.8%	29.5%	34.6%
Flight and accommodation (full board)	3.8%	5.8%	4.6%	6.8%	1.7%
Flight and accommodation (all inclusive)	17.7%	21.0%	22.3%	22.0%	18.8%
<b>% Tourists using low-cost airlines</b>	26.3%	30.1%	33.6%	42.1%	42.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	15.7%	10.8%	25.7%	16.2%	15.4%
- Sporting activities	5.7%	7.7%	8.4%	8.6%	11.0%
- Excursions	10.3%	8.9%	9.7%	7.4%	11.5%
- Trip to other islands	1.4%	1.9%	3.0%	1.4%	0.0%

### How do they book?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	37.2%	37.0%	32.9%	40.3%	28.8%
- Tour Operator's website	63.5%	62.7%	82.5%	89.5%	83.5%
<b>Accommodation</b>	16.4%	12.2%	18.7%	14.0%	20.8%
- Accommodation's website	88.1%	100.0%	85.0%	78.1%	100.0%
<b>Travel agency (High street)</b>	26.5%	24.2%	14.9%	19.7%	16.8%
<b>Online Travel Agency (OTA)</b>	15.7%	22.6%	28.3%	23.8%	29.1%
<b>No need to book accommodation</b>	4.2%	3.9%	5.3%	2.2%	4.7%

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Flight booking</b>					
<b>Tour Operator</b>	35.7%	40.2%	36.3%	40.5%	33.9%
- Tour Operator's website	50.0%	57.2%	77.9%	77.8%	82.1%
<b>Airline</b>	20.1%	17.0%	30.7%	17.9%	29.7%
- Airline's website	93.5%	99.4%	95.1%	94.8%	100.0%
<b>Travel agency (High street)</b>	27.5%	23.7%	14.8%	19.4%	13.5%
<b>Online Travel Agency (OTA)</b>	16.7%	19.1%	18.1%	22.3%	22.8%

### Where do they stay?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
5* Hotel	13.2%	13.7%	17.7%	19.4%	14.4%
4* Hotel	42.6%	52.2%	44.7%	41.8%	44.0%
1-2-3* Hotel	13.1%	10.3%	10.7%	15.2%	9.7%
Apartment	25.3%	20.2%	22.1%	20.1%	26.8%
Property (privately-owned, friends, family)	4.5%	2.7%	4.1%	1.7%	2.0%
Others	1.3%	0.8%	0.6%	1.7%	3.1%

### Who are they?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Gender</b>					
Percentage of men	50.8%	48.9%	51.6%	57.9%	50.2%
Percentage of women	49.2%	51.1%	48.4%	42.1%	49.8%
<b>Age</b>					
Average age (tourists > 16 years old)	44.3	42.4	45.5	49.1	47.1
Standard deviation	14.7	15.4	15.0	15.8	16.1
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	10.2%	15.2%	7.3%	6.3%	8.1%
25-30 years old	11.8%	14.2%	14.2%	11.0%	14.3%
31-45 years old	30.7%	28.7%	29.2%	22.7%	20.5%
46-60 years old	31.8%	28.3%	29.4%	36.9%	33.7%
Over 60 years old	15.5%	13.6%	19.9%	23.1%	23.4%
<b>Occupation</b>					
Business owner or self-employed	20.9%	17.5%	15.8%	16.8%	19.0%
Upper/Middle management employee	43.7%	46.5%	56.1%	48.7%	49.3%
Auxiliary level employee	13.4%	13.7%	10.8%	9.8%	6.8%
Students	6.6%	7.7%	5.4%	3.0%	4.6%
Retired	11.8%	10.0%	7.4%	19.7%	16.9%
Unemployed / unpaid dom. work	3.6%	4.7%	4.6%	1.9%	3.4%
<b>Annual household income level</b>					
€12,000 - €24,000	10.6%	6.6%	3.7%	7.7%	5.5%
€24,001 - €36,000	4.4%	0.6%	3.1%	7.7%	6.9%
€36,001 - €48,000	5.8%	15.6%	4.2%	9.0%	2.8%
€48,001 - €60,000	18.0%	23.6%	14.5%	12.9%	16.5%
€60,001 - €72,000	12.1%	11.7%	12.3%	17.1%	17.3%
€72,001 - €84,000	12.1%	9.2%	13.4%	9.9%	10.1%
More than €84,000	37.0%	32.8%	48.8%	35.7%	41.0%

(\*) 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.

# Tourist profile trend (2017)

## Switzerland: Second Quarter

### Which island do they choose?



Tourists (> 16 years old)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	4,653	5,785	5,495	5,728	7,516
- Fuerteventura	6,132	7,842	8,921	10,411	11,717
- Gran Canaria	16,284	13,946	16,153	21,840	22,840
- Tenerife	13,908	17,667	20,701	17,242	20,091
- La Palma	267	128	211	230	304

Share (%)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	11.3%	12.8%	10.7%	10.3%	12.0%
- Fuerteventura	14.9%	17.3%	17.3%	18.8%	18.8%
- Gran Canaria	39.5%	30.7%	31.4%	39.4%	36.6%
- Tenerife	33.7%	38.9%	40.2%	31.1%	32.2%
- La Palma	0.6%	0.3%	0.4%	0.4%	0.5%

### Who do they come with?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Unaccompanied	12.1%	12.5%	10.0%	17.3%	15.2%
Only with partner	41.1%	43.4%	54.6%	51.0%	50.6%
Only with children (under the age of 13)	0.5%	0.5%	1.1%	2.4%	0.7%
Partner + children (under the age of 13)	14.7%	9.6%	10.6%	6.8%	5.7%
Other relatives	6.6%	9.8%	4.1%	1.3%	6.7%
Friends	8.4%	12.6%	7.1%	10.0%	9.7%
Work colleagues	0.0%	1.2%	0.9%	0.0%	0.6%
Other combinations <sup>(1)</sup>	16.5%	10.5%	11.6%	11.2%	10.8%

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

### How do they rate the destination?



Impression of their stay	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Good or very good (% tourists)	89.0%	90.7%	91.3%	91.3%	95.6%
Average rating (scale 1-10)	8.60	8.53	8.79	8.69	8.90

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Repeat tourists	71.2%	67.3%	67.7%	79.2%	74.3%
In love (at least 10 previous visits)	13.4%	8.3%	7.2%	15.8%	9.5%

### Where does the flight come from?



Ten main origin markets	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Switzerland	76.2%	81.6%	76.4%	78.1%	80.8%
Spanish Mainland	17.2%	13.4%	15.3%	16.5%	16.2%
Italy	2.2%	2.5%	2.6%	3.9%	1.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.7%
Germany	3.7%	2.5%	4.2%	1.3%	0.6%
Austria	0.7%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	1.0%	0.0%	0.0%
United Kingdom	0.0%	0.0%	0.0%	0.1%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%



### Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Climate/sun	95.8%	89.0%	83.6%	93.1%	87.9%
Tranquillity/rest/relaxation	38.6%	42.1%	34.8%	31.9%	38.0%
Beaches	43.5%	37.6%	34.5%	41.1%	32.4%
Scenery	22.6%	35.8%	29.8%	22.2%	32.3%
Visiting new places	17.7%	18.7%	14.2%	15.5%	15.3%
Security	5.3%	6.7%	9.7%	18.9%	12.5%
Active tourism	6.2%	10.0%	6.8%	6.1%	10.4%
Nautical activities	5.6%	2.8%	5.5%	6.3%	9.9%
Price	7.4%	11.5%	11.2%	6.4%	9.8%
Quality of the environment	5.5%	4.5%	2.9%	3.1%	8.3%
Ease of travel	9.8%	9.3%	11.7%	11.2%	7.0%
Suitable destination for children	3.7%	4.9%	4.3%	5.7%	3.6%
Nightlife/fun	5.0%	5.2%	3.5%	3.9%	2.4%
Shopping	3.9%	0.7%	0.0%	3.7%	2.2%
Rural tourism	0.3%	2.6%	2.2%	1.9%	2.1%
Culture	1.3%	2.4%	0.7%	0.6%	1.6%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Previous visits to the Canary Islands	56.6%	58.2%	51.6%	66.2%	60.4%
Recommendation by friends or relatives	36.6%	29.9%	33.5%	33.4%	33.1%
The Canary Islands television channel	0.6%	0.6%	2.5%	0.0%	0.0%
Other television or radio channels	0.5%	0.5%	0.0%	0.6%	0.7%
Information in the press/magazines/books	6.3%	3.8%	5.8%	7.6%	5.1%
Attendance at a tourism fair	0.3%	1.2%	1.4%	0.8%	0.9%
Tour Operator's brochure or catalogue	15.2%	14.5%	7.5%	9.4%	7.0%
Recommendation by Travel Agency	14.1%	15.8%	7.4%	9.2%	8.2%
Information obtained via the Internet	26.1%	25.5%	40.5%	23.1%	36.9%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	5.6%	6.0%	7.8%	6.7%	3.2%

\* 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.