

Tourist profile trend (2016)

Switzerland: Third Quarter

How many are they and how much do they spend?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	48,649	55,911	55,235	52,483	64,929
Average daily expenditure (€)	146.96	153.77	165.80	169.26	162.00
. in their place of residence	107.67	111.84	119.51	123.94	119.31
. in the Canary Islands	39.28	41.92	46.29	45.32	42.70
Average length of stay	9.32	9.05	8.59	8.95	9.61
Turnover per tourist (€)	1,303	1,307	1,330	1,413	1,437
Total turnover (> 16 years old) (€m)	63.4	73.1	73.5	74.2	93.3
Share of total turnover	25.0%	26.1%	23.5%	21.2%	24.1%
Share of total tourist	25.9%	27.6%	25.4%	22.8%	25.3%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	39.87	48.86	61.17	64.40	63.66
- Accommodation	22.72	38.77	53.64	56.79	55.71
- Additional accommodation expenses	17.15	10.09	7.53	7.62	7.95
Transport:	24.28	23.67	23.05	27.36	32.53
- Public transport	5.02	3.99	3.69	4.80	3.57
- Taxi	7.41	6.61	6.50	6.72	9.31
- Car rental	11.85	13.08	12.87	15.84	19.65
Food and drink:	123.71	133.59	161.57	144.50	128.85
- Food purchases at supermarkets	50.40	44.38	66.90	65.49	40.88
- Restaurants	73.31	89.20	94.67	79.01	87.97
Souvenirs:	92.90	79.52	62.99	68.91	70.59
Leisure:	60.46	58.92	48.78	55.22	57.66
- Organized excursions	25.01	26.87	18.54	29.93	21.41
- Leisure, amusement	6.48	6.57	6.02	10.55	7.09
- Trip to other islands	3.12	1.93	0.77	1.51	2.74
- Sporting activities	6.01	15.64	7.75	6.03	11.92
- Cultural activities	4.24	1.72	1.96	0.91	2.94
- Discos and disco-pubs	15.60	6.18	13.75	6.29	11.55
Others:	14.21	19.49	23.01	17.35	28.79
- Wellness	4.14	1.55	5.57	7.83	8.20
- Medical expenses	1.25	2.07	1.87	1.07	0.60
- Other expenses	8.82	15.87	15.57	8.46	19.99

How far in advance do they book their trip?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.0%	0.5%	0.0%	0.0%	0.0%
Between 2 and 7 days	10.0%	8.7%	13.6%	1.6%	7.4%
Between 8 and 15 days	5.1%	16.1%	11.2%	9.1%	6.7%
Between 16 and 30 days	14.7%	14.8%	11.7%	18.2%	9.4%
Between 31 and 90 days	26.2%	26.6%	26.4%	34.1%	30.2%
More than 90 days	44.0%	33.2%	37.1%	37.0%	46.3%

What do they book at their place of residence?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	4.5%	7.2%	6.0%	6.3%	5.7%
Flight and accommodation (room only)	14.6%	10.9%	15.9%	14.1%	14.0%
Flight and accommodation (B&B)	11.8%	13.3%	14.9%	12.4%	17.2%
Flight and accommodation (half board)	29.0%	38.4%	39.7%	23.3%	26.1%
Flight and accommodation (full board)	1.3%	3.9%	2.6%	2.9%	5.0%
Flight and accommodation (all inclusive)	38.9%	26.3%	20.8%	41.1%	32.0%
% Tourists using low-cost airlines	24.7%	27.5%	21.6%	27.7%	35.9%
Other expenses in their place of residence:					
- Car rental	9.1%	10.6%	11.3%	11.5%	11.5%
- Sporting activities	11.9%	6.7%	8.2%	7.6%	8.4%
- Excursions	11.0%	5.6%	9.7%	6.6%	10.2%
- Trip to other islands	0.4%	1.7%	0.7%	0.0%	1.8%

How do they book?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Accommodation booking					
Tour Operator	44.2%	36.3%	40.8%	46.0%	40.2%
- Tour Operator's website	78.5%	56.5%	78.2%	82.6%	77.8%
Accommodation	7.2%	8.3%	5.1%	9.1%	11.9%
- Accommodation's website	80.5%	75.1%	100.0%	68.2%	100.0%
Travel agency (High street)	29.6%	26.4%	29.0%	16.3%	23.5%
Online Travel Agency (OTA)	16.4%	24.3%	19.6%	24.9%	20.5%
No need to book accommodation	2.6%	4.7%	5.4%	3.7%	3.9%

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight booking					
Tour Operator	44.0%	40.0%	43.2%	49.5%	38.3%
- Tour Operator's website	73.0%	64.4%	78.9%	82.1%	77.6%
Airline	9.7%	12.9%	10.5%	12.1%	19.9%
- Airline's website	92.0%	96.0%	91.3%	90.9%	92.4%
Travel agency (High street)	27.9%	24.2%	25.0%	14.6%	22.4%
Online Travel Agency (OTA)	18.4%	23.0%	21.3%	23.8%	19.3%

Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	8.8%	12.4%	18.5%	14.8%	13.0%
4* Hotel	46.4%	44.2%	44.4%	46.2%	52.5%
1-2-3* Hotel	19.4%	22.0%	11.2%	16.4%	13.0%
Apartment	18.9%	17.8%	21.8%	18.2%	15.6%
Property (privately-owned, friends, family)	2.8%	3.1%	4.0%	4.2%	3.3%
Others	3.7%	0.5%	0.1%	0.3%	2.5%

Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Gender					
Percentage of men	48.1%	49.0%	48.7%	57.2%	52.2%
Percentage of women	51.9%	51.0%	51.3%	42.8%	47.8%
Age					
Average age (tourists > 16 years old)	31.1	36.4	35.6	34.6	38.8
Standard deviation	11.6	13.7	12.8	13.4	15.0
Age range (> 16 years old)					
16-24 years old	37.1%	25.1%	23.6%	33.5%	22.2%
25-30 years old	24.7%	17.9%	24.8%	15.2%	17.9%
31-45 years old	22.5%	26.7%	23.5%	26.1%	24.5%
46-60 years old	15.2%	25.2%	24.4%	21.9%	27.5%
Over 60 years old	0.4%	5.1%	3.8%	3.4%	8.0%
Occupation					
Business owner or self-employed	15.5%	13.4%	10.3%	15.7%	7.7%
Upper/Middle management employee	45.4%	58.1%	61.9%	47.8%	58.7%
Auxiliary level employee	16.8%	7.7%	13.1%	15.7%	14.0%
Students	19.6%	15.4%	11.6%	15.2%	11.6%
Retired	1.6%	4.5%	2.3%	2.7%	4.4%
Unemployed / unpaid dom. work	1.1%	0.8%	0.9%	2.8%	3.6%
Annual household income level					
€12,000 - €24,000	14.3%	10.0%	7.0%	12.4%	7.9%
€24,001 - €36,000	5.1%	7.4%	7.6%	5.3%	3.4%
€36,001 - €48,000	13.6%	9.4%	13.8%	6.7%	7.5%
€48,001 - €60,000	12.6%	21.5%	22.1%	16.9%	17.0%
€60,001 - €72,000	13.8%	9.6%	11.6%	15.3%	14.8%
€72,001 - €84,000	10.6%	6.2%	6.5%	3.7%	9.9%
More than €84,000	29.9%	35.9%	31.4%	39.7%	39.5%

(*) 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 (2016)

Switzerland: Third Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	5,797	5,727	6,505	6,973	7,743
- Fuerteventura	6,772	12,588	7,393	7,284	10,572
- Gran Canaria	20,037	18,266	21,002	20,981	26,376
- Tenerife	15,672	18,091	18,899	16,062	19,321
- La Palma	371	458	622	688	128

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	11.9%	10.4%	12.0%	13.4%	12.1%
- Fuerteventura	13.9%	22.8%	13.6%	14.0%	16.5%
- Gran Canaria	41.2%	33.1%	38.6%	40.4%	41.1%
- Tenerife	32.2%	32.8%	34.7%	30.9%	30.1%
- La Palma	0.8%	0.8%	1.1%	1.3%	0.2%

Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	6.9%	7.8%	8.3%	10.4%	11.3%
Only with partner	51.7%	50.0%	53.8%	53.5%	40.7%
Only with children (under the age of 13)	1.4%	1.4%	1.4%	0.6%	3.6%
Partner + children (under the age of 13)	9.9%	9.6%	5.4%	8.5%	11.3%
Other relatives	4.1%	4.4%	1.4%	3.8%	6.7%
Friends	13.2%	13.4%	8.6%	10.4%	9.2%
Work colleagues	0.7%	0.0%	0.0%	0.7%	0.0%
Other combinations ⁽¹⁾	12.1%	13.3%	21.1%	12.0%	17.2%

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

How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	90.8%	93.0%	94.5%	94.9%	93.6%
Average rating (scale 1-10)	8.72	8.51	8.76	8.81	8.86

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	56.8%	52.6%	56.9%	59.8%	63.9%
In love (at least 10 previous visits)	5.2%	5.7%	8.1%	4.3%	12.2%

Where does the flight come from?



Ten main origin countries	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Switzerland	85.1%	82.9%	78.4%	79.7%	73.0%
Spanish Mainland	8.8%	7.5%	15.9%	15.5%	19.3%
Germany	5.3%	7.1%	1.5%	2.3%	4.8%
Italy	0.7%	1.2%	1.7%	0.5%	1.5%
France	0.0%	0.0%	0.0%	0.5%	1.3%
Austria	0.0%	0.4%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.6%	0.0%
United Kingdom	0.0%	0.8%	0.0%	0.5%	0.0%
Sweden	0.0%	0.0%	0.7%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	86.0%	89.8%	91.9%	85.3%	89.3%
Beaches	49.6%	58.6%	45.8%	52.9%	54.6%
Tranquillity/rest/relaxation	38.3%	37.0%	30.2%	40.1%	35.4%
Visiting new places	25.4%	17.5%	25.7%	22.5%	24.6%
Scenery	17.3%	18.7%	26.5%	20.4%	19.1%
Security	3.3%	2.3%	6.0%	12.1%	13.7%
Price	12.4%	20.4%	15.6%	17.5%	11.5%
Ease of travel	5.7%	3.2%	5.1%	5.6%	5.2%
Nightlife/fun	14.7%	5.5%	5.8%	8.1%	5.1%
Active tourism	5.0%	3.4%	6.3%	4.1%	4.5%
Nautical activities	5.9%	5.6%	5.0%	5.1%	3.9%
Quality of the environment	3.2%	2.9%	0.1%	2.3%	3.4%
Suitable destination for children	3.6%	2.1%	5.1%	1.9%	3.4%
Culture	3.2%	1.2%	1.3%	0.2%	2.8%
Theme parks	5.5%	4.7%	3.3%	3.1%	2.6%
Golf	1.5%	1.7%	3.2%	0.0%	1.0%

* Multi-choice question

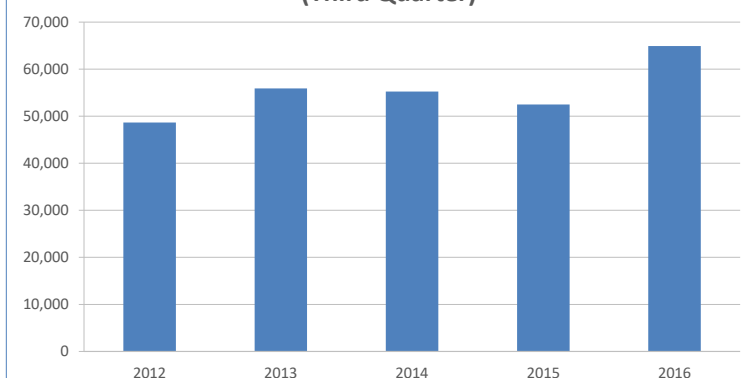
What did motivate them to come?



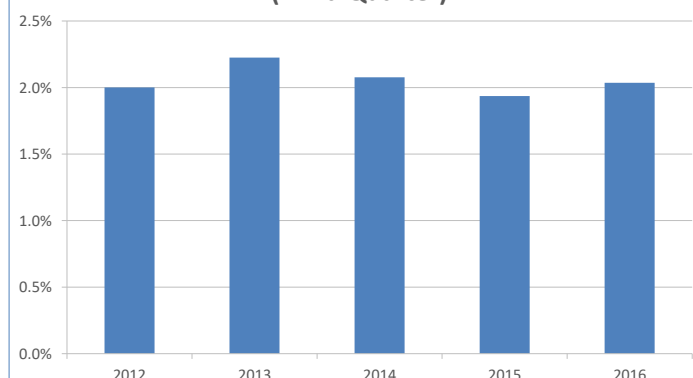
Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	45.7%	42.9%	43.3%	43.7%	45.1%
Recommendation by friends or relatives	39.2%	31.4%	33.3%	35.9%	37.4%
The Canary Islands television channel	2.2%	0.0%	0.6%	0.0%	0.9%
Other television or radio channels	2.1%	1.0%	0.0%	0.6%	0.0%
Information in the press/magazines/books	4.8%	3.2%	3.6%	3.7%	3.6%
Attendance at a tourism fair	0.4%	1.5%	0.8%	0.0%	0.0%
Tour Operator's brochure or catalogue	20.7%	17.5%	15.8%	9.2%	14.8%
Recommendation by Travel Agency	13.8%	21.7%	21.0%	18.1%	16.9%
Information obtained via the Internet	37.7%	37.4%	35.1%	43.2%	41.3%
Senior Tourism programme	0.7%	0.0%	0.0%	0.3%	0.0%
Others	6.5%	4.1%	5.6%	5.8%	4.4%

* Multi-choice question

Tourist arrivals trend (> 16 years old)
(Third Quarter)



Share of tourists (> 16 years old)
(Third Quarter)



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.