

Tourist profile by quarter of trip (2015)

Canary Islands: Czech

How many they are and how much do they spend?



| | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------------|--------|--------|--------|--------|--------|
| Tourist arrivals (> 16 years old) | 9,892 | 10,349 | 16,076 | 12,588 | 48,906 |
| Average daily expenditure (€) | 103.03 | 117.35 | 124.68 | 102.32 | 112.99 |
| . in their place of residence | 75.23 | 96.13 | 98.89 | 82.30 | 89.25 |
| . in the Canary Islands | 27.80 | 21.22 | 25.78 | 20.02 | 23.74 |
| Average length of stay | 10.50 | 8.28 | 8.92 | 10.97 | 9.63 |
| Turnover per tourist (€) | 947 | 971 | 1,056 | 881 | 971 |
| Total turnover (> 16 years old) (€m) | 9.4 | 10.1 | 17.0 | 11.1 | 47.5 |
| Share of czech turnover | 19.7% | 21.2% | 35.8% | 23.3% | 100% |
| Share of czech tourist | 20.2% | 21.2% | 32.9% | 25.7% | 100% |

| Expenditure in the Canary Islands per tourist and trip (€) | | | | | |
|--|--------|-------|-------|-------|-------|
| Accommodation (*) : | 53.41 | 26.19 | 43.86 | 7.70 | 32.75 |
| - Accommodation | 53.41 | 25.71 | 36.69 | 5.87 | 29.81 |
| - Additional accommodation expenses | 0.00 | 0.48 | 7.17 | 1.83 | 2.93 |
| Transport: | 18.01 | 20.37 | 19.11 | 30.98 | 22.21 |
| - Public transport | 8.84 | 5.80 | 3.33 | 3.38 | 4.98 |
| - Taxi | 0.49 | 9.36 | 4.38 | 1.71 | 3.96 |
| - Car rental | 8.68 | 5.20 | 11.40 | 25.89 | 13.27 |
| Food and drink: | 106.68 | 60.37 | 97.02 | 59.95 | 81.68 |
| - Food purchases at supermarkets | 61.64 | 25.61 | 45.98 | 32.74 | 41.43 |
| - Restaurants | 45.04 | 34.77 | 51.04 | 27.22 | 40.25 |
| Souvenirs: | 40.66 | 28.59 | 40.82 | 47.61 | 39.95 |
| Leisure: | 53.99 | 34.90 | 24.23 | 45.95 | 38.10 |
| - Organized excursions | 26.73 | 5.53 | 11.08 | 13.54 | 13.70 |
| - Leisure, amusement | 21.79 | 7.87 | 2.96 | 9.64 | 9.52 |
| - Trip to other islands | 0.00 | 3.35 | 0.00 | 7.88 | 2.74 |
| - Sporting activities | 1.77 | 10.25 | 7.76 | 9.95 | 7.64 |
| - Cultural activities | 0.19 | 7.15 | 1.03 | 1.93 | 2.38 |
| - Discos and disco-pubs | 3.51 | 0.74 | 1.41 | 3.01 | 2.11 |
| Others: | 10.27 | 0.79 | 4.44 | 5.23 | 5.05 |
| - Wellness | 0.60 | 0.00 | 0.00 | 0.74 | 0.31 |
| - Medical expenses | 3.73 | 0.00 | 0.43 | 3.47 | 1.79 |
| - Other expenses | 5.94 | 0.79 | 4.01 | 1.01 | 2.94 |

How far in advance do they book their trip?



| | Q1 | Q2 | Q3 | Q4 | Total |
|-------------------------|-------|-------|-------|-------|-------|
| The same day they leave | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Between 2 and 7 days | 21.4% | 17.6% | 4.1% | 5.7% | 10.8% |
| Between 8 and 15 days | 8.3% | 16.5% | 0.9% | 15.1% | 9.3% |
| Between 16 and 30 days | 11.8% | 25.5% | 25.4% | 30.7% | 24.1% |
| Between 31 and 90 days | 30.7% | 19.2% | 47.7% | 21.3% | 31.6% |
| More than 90 days | 27.8% | 21.2% | 21.9% | 27.1% | 24.2% |

What do they book at their place of residence?



| | Q1 | Q2 | Q3 | Q4 | Total |
|--|-------|-------|-------|-------|-------|
| Flight only | 14.7% | 10.5% | 5.6% | 3.1% | 7.9% |
| Flight and accommodation (room only) | 7.2% | 8.7% | 15.9% | 19.8% | 13.6% |
| Flight and accommodation (B&B) | 7.5% | 0.3% | 0.0% | 1.9% | 2.0% |
| Flight and accommodation (half board) | 17.2% | 13.5% | 42.2% | 16.4% | 24.5% |
| Flight and accommodation (full board) | 17.0% | 18.3% | 0.0% | 6.3% | 8.9% |
| Flight and accommodation (all inclusive) | 36.4% | 48.8% | 36.3% | 52.5% | 43.1% |
| % Tourists using low-cost airlines | 44.6% | 59.5% | 31.9% | 42.9% | 44.4% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 19.1% | 9.1% | 17.8% | 10.3% | 13.8% |
| - Sporting activities | 10.0% | 7.9% | 8.3% | 10.3% | 9.1% |
| - Excursions | 22.8% | 2.9% | 23.5% | 5.5% | 13.1% |
| - Combined trip to other islands | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

How do they book?



| | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------------|--------|-------|--------|-------|-------|
| Accommodation booking | | | | | |
| Tour Operator | 22.5% | 33.2% | 23.9% | 27.3% | 26.3% |
| - Tour Operator's website | 68.2% | 97.3% | 12.3% | 49.4% | 44.4% |
| Accommodation | 8.7% | 8.7% | 14.5% | 15.2% | 12.4% |
| - Accommodation's website | 100.0% | 66.4% | 100.0% | 81.5% | 89.9% |
| Travel agency (High street) | 54.4% | 38.3% | 55.1% | 45.7% | 49.4% |
| Online Travel Agency (OTA) | 10.4% | 15.6% | 5.8% | 9.6% | 9.6% |
| No need to book accommodation | 3.9% | 4.2% | 0.7% | 2.2% | 2.4% |

| | Q1 | Q2 | Q3 | Q4 | Total |
|------------------------------------|--------|--------|-------|-------|-------|
| Flight booking | | | | | |
| Tour Operator | 19.8% | 37.6% | 38.2% | 33.3% | 33.1% |
| - Tour Operator's website | 100.0% | 74.4% | 10.0% | 49.2% | 47.3% |
| Airline | 12.4% | 3.4% | 16.3% | 15.2% | 12.4% |
| - Airline's website | 71.7% | 100.0% | 75.4% | 69.0% | 74.1% |
| Travel agency (High street) | 59.0% | 37.1% | 41.3% | 45.5% | 45.1% |
| Online Travel Agency (OTA) | 8.8% | 21.9% | 4.1% | 6.0% | 9.4% |

Where do they stay?



| | Q1 | Q2 | Q3 | Q4 | Total |
|---|-------|-------|-------|-------|-------|
| 5* Hotel | 0.0% | 4.2% | 7.1% | 4.6% | 4.4% |
| 4* Hotel | 55.2% | 74.9% | 60.7% | 33.1% | 55.5% |
| 1-2-3* Hotel | 23.6% | 17.9% | 26.0% | 21.0% | 22.5% |
| Apartment | 14.4% | 2.5% | 5.5% | 37.7% | 14.9% |
| Property (privately-owned, friends, family) | 6.8% | 0.6% | 0.7% | 0.0% | 1.7% |
| Others | 0.0% | 0.0% | 0.0% | 3.6% | 0.9% |

How are they?



| | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------|-------|-------|-------|-------|-------|
| Gender | | | | | |
| Percentage of men | 50.7% | 39.6% | 36.7% | 52.3% | 44.2% |
| Percentage of women | 49.3% | 60.4% | 63.3% | 47.7% | 55.8% |

| | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------------------|------|------|------|------|-------|
| Age | | | | | |
| Average age (tourists > 16 years old) | 39.3 | 40.4 | 48.6 | 41.6 | 43.2 |
| Standard deviation | 8.9 | 13.3 | 17.3 | 16.2 | 15.3 |

| | Q1 | Q2 | Q3 | Q4 | Total |
|-------------------|-------|-------|-------|-------|-------|
| Age range | | | | | |
| 16-24 years old | 0.0% | 4.1% | 8.0% | 7.5% | 5.4% |
| 25-30 years old | 10.5% | 30.3% | 14.7% | 34.6% | 22.3% |
| 31-45 years old | 72.9% | 34.6% | 26.0% | 22.1% | 36.3% |
| 46-60 years old | 11.8% | 22.2% | 15.2% | 21.5% | 17.6% |
| Over 60 years old | 4.8% | 8.7% | 36.1% | 14.2% | 18.3% |

| | Q1 | Q2 | Q3 | Q4 | Total |
|----------------------------------|-------|-------|-------|-------|-------|
| Occupation | | | | | |
| Business owner or self-employed | 41.0% | 19.7% | 11.5% | 27.5% | 23.7% |
| Upper/Middle management employee | 53.3% | 54.9% | 41.9% | 38.7% | 46.2% |
| Auxiliary level employee | 2.2% | 11.0% | 6.2% | 15.8% | 9.2% |
| Students | 0.0% | 4.9% | 5.5% | 6.1% | 4.4% |
| Retired | 3.6% | 9.5% | 29.5% | 9.2% | 14.1% |
| Unemployed / unpaid dom. work | 0.0% | 0.0% | 5.5% | 2.7% | 2.4% |

| | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------------|-------|-------|-------|-------|-------|
| Annual household income level | | | | | |
| €12,000 - €24,000 | 28.7% | 24.5% | 45.4% | 43.7% | 36.4% |
| €24,001 - €36,000 | 26.5% | 25.9% | 20.4% | 25.6% | 24.5% |
| €36,001 - €48,000 | 4.1% | 25.6% | 7.9% | 11.2% | 12.1% |
| €48,001 - €60,000 | 21.0% | 11.1% | 8.4% | 4.7% | 10.7% |
| €60,001 - €72,000 | 2.9% | 0.0% | 0.0% | 3.7% | 1.7% |
| €72,001 - €84,000 | 0.0% | 0.0% | 6.5% | 4.2% | 2.9% |
| More than €84,000 | 16.8% | 12.9% | 11.4% | 6.9% | 11.6% |

(*) Bear in mind that 92% of czech tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Czech



Which island do they choose?

| Tourists (> 16 years old) | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------|-------|-------|-------|-------|--------|
| - Lanzarote | 987 | 1,155 | 4,744 | 2,678 | 9,564 |
| - Fuerteventura | 1,963 | 3,050 | 2,141 | 1,708 | 8,862 |
| - Gran Canaria | 4,048 | 2,815 | 5,000 | 2,483 | 14,347 |
| - Tenerife | 2,894 | 3,320 | 4,190 | 5,149 | 15,553 |
| - La Palma | 0 | 10 | 0 | 570 | 580 |

| Share (%) | Q1 | Q2 | Q3 | Q4 | Total |
|-----------------|-------|-------|-------|-------|-------|
| - Lanzarote | 10.0% | 11.2% | 29.5% | 21.3% | 19.6% |
| - Fuerteventura | 19.8% | 29.5% | 13.3% | 13.6% | 18.1% |
| - Gran Canaria | 40.9% | 27.2% | 31.1% | 19.7% | 29.3% |
| - Tenerife | 29.3% | 32.1% | 26.1% | 40.9% | 31.8% |
| - La Palma | 0.0% | 0.1% | 0.0% | 4.5% | 1.2% |

Who do they come with?

| | Q1 | Q2 | Q3 | Q4 | Total |
|--|-------|-------|-------|-------|-------|
| Unaccompanied | 12.2% | 0.6% | 0.0% | 7.9% | 4.6% |
| Only with partner | 24.0% | 30.9% | 39.4% | 48.6% | 36.8% |
| Only with children (under the age of 13) | 0.0% | 0.0% | 15.3% | 2.7% | 5.7% |
| Partner + children (under the age of 13) | 25.0% | 12.9% | 7.0% | 4.7% | 11.3% |
| Other relatives | 18.5% | 28.0% | 1.1% | 16.8% | 14.3% |
| Friends | 0.0% | 16.7% | 2.0% | 6.3% | 5.8% |
| Work colleagues | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Why do they choose the Canary Islands?

| Aspects influencing the choice | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------------------|-------|-------|-------|-------|-------|
| Climate/sun | 87.2% | 87.1% | 92.5% | 86.8% | 88.8% |
| Beaches | 38.4% | 43.3% | 56.5% | 26.5% | 42.3% |
| Tranquillity/rest/relaxation | 36.5% | 43.8% | 6.9% | 33.4% | 27.5% |
| Scenery | 30.8% | 30.3% | 17.8% | 28.9% | 25.9% |
| Visiting new places | 14.9% | 17.2% | 33.6% | 25.2% | 24.2% |
| Security | 7.9% | 7.0% | 45.2% | 7.0% | 19.7% |
| Active tourism | 21.0% | 9.3% | 11.4% | 13.4% | 13.4% |
| Suitable destination for children | 7.7% | 4.5% | 5.6% | 2.3% | 5.0% |
| Quality of the environment | 7.8% | 0.0% | 0.0% | 8.9% | 3.9% |
| Theme parks | 0.0% | 11.9% | 3.7% | 0.0% | 3.7% |
| Nautical activities | 1.7% | 0.0% | 5.0% | 2.1% | 2.5% |
| Shopping | 3.4% | 0.0% | 1.9% | 3.0% | 2.1% |
| Price | 1.8% | 4.6% | 2.0% | 0.0% | 2.0% |
| Nightlife/fun | 0.0% | 9.2% | 0.0% | 0.0% | 1.9% |
| Security against natural catastrophes | 0.0% | 6.1% | 0.0% | 2.3% | 1.9% |
| Ease of travel | 0.0% | 0.0% | 2.5% | 3.0% | 1.6% |

How do they value the destination?

| Impression of their stay | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------|-------|-------|-------|-------|-------|
| Good or very good (% tourists) | 96.5% | 95.6% | 94.1% | 96.4% | 95.5% |
| Average rating (scale 1-10) | 9.00 | 9.03 | 9.36 | 9.35 | 9.21 |

How many are loyal to the destination?

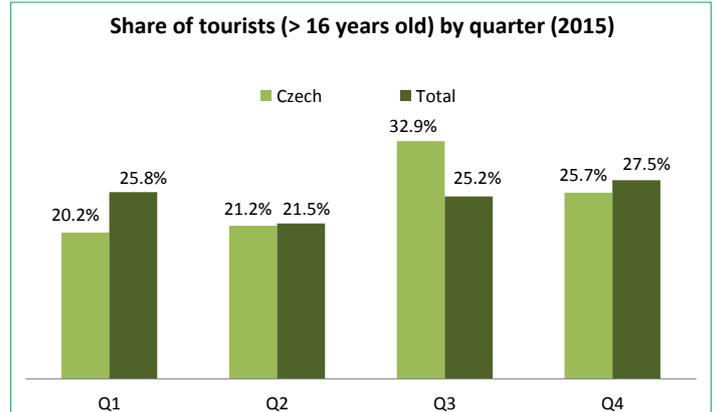
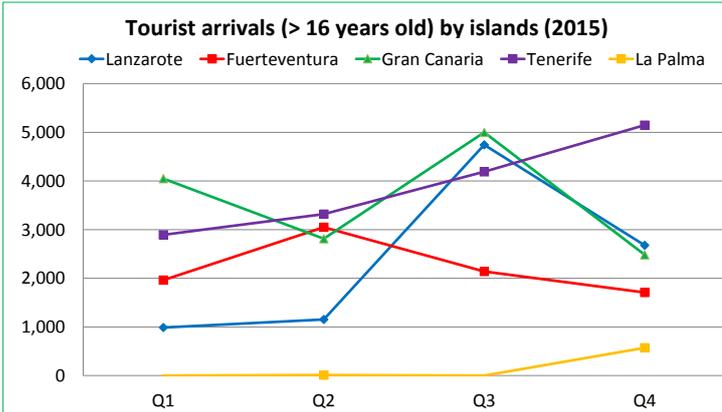
| Percentage of repeat tourists | Q1 | Q2 | Q3 | Q4 | Total |
|-------------------------------|-------|-------|-------|-------|-------|
| Repeat tourists | 73.8% | 45.0% | 60.5% | 60.3% | 59.6% |
| In love (more than 10 visits) | 7.2% | 3.7% | 14.8% | 14.5% | 10.9% |

Where does the flight come from?

| Ten main origin countries | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------|-------|-------|-------|-------|-------|
| Germany | 9.2% | 14.6% | 3.4% | 13.3% | 9.5% |
| Austria | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% |
| Spain | 0.0% | 0.0% | 0.7% | 3.9% | 1.2% |
| United Kingdom | 0.0% | 0.0% | 0.0% | 2.2% | 0.6% |
| Czech Republic | 90.8% | 85.2% | 94.8% | 78.3% | 87.7% |
| Russia | 0.0% | 0.0% | 1.1% | 0.0% | 0.4% |
| Switzerland | 0.0% | 0.0% | 0.0% | 2.3% | 0.6% |
| Sweden | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Norway | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Ireland | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

What did motivate them to come?

| Aspects motivating the choice | Q1 | Q2 | Q3 | Q4 | Total |
|--|-------|-------|-------|-------|-------|
| Previous visits to the Canary Islands | 65.3% | 38.2% | 45.0% | 49.2% | 48.7% |
| Recommendation by friends or relatives | 28.8% | 35.8% | 20.8% | 35.0% | 29.3% |
| The Canary Islands television channel | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Other television or radio channels | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Information in the press/magazines/books | 6.2% | 6.7% | 8.3% | 8.8% | 7.7% |
| Attendance at a tourism fair | 0.0% | 0.0% | 1.2% | 2.3% | 1.0% |
| Tour Operator's brochure or catalogue | 0.0% | 15.7% | 2.7% | 4.4% | 5.3% |
| Recommendation by Travel Agency | 20.3% | 0.3% | 26.7% | 10.2% | 15.6% |
| Information obtained via the Internet | 14.1% | 37.2% | 49.1% | 36.6% | 36.3% |
| Senior Tourism programme | 2.0% | 8.0% | 0.0% | 0.0% | 2.1% |
| Others | 1.6% | 9.0% | 5.6% | 8.0% | 6.2% |



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.