

Tourist profile by quarter of trip (2015)

Canary Islands: Swiss

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	49,907	45,166	54,015	81,127	230,215
Average daily expenditure (€)	172.94	167.21	160.38	189.44	174.68
. in their place of residence	124.87	119.95	114.97	142.10	127.65
. in the Canary Islands	48.07	47.26	45.42	47.34	47.03
Average length of stay	9.21	10.25	9.90	9.33	9.62
Turnover per tourist (€)	1,409	1,528	1,392	1,619	1,502
Total turnover (> 16 years old) (€m)	70.3	69.0	75.2	131.3	345.9
Share of swiss turnover	20.3%	20.0%	21.7%	38.0%	100%
Share of swiss tourist	21.7%	19.6%	23.5%	35.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	63.59	55.08	73.31	78.51	69.46
- Accommodation	55.14	47.42	68.59	68.84	61.61
- Additional accommodation expenses	8.44	7.66	4.72	9.68	7.85
Transport:	40.85	44.58	38.87	34.64	38.93
- Public transport	6.05	9.30	7.32	6.24	7.05
- Taxi	7.55	10.25	7.19	7.32	7.91
- Car rental	27.25	25.03	24.36	21.08	23.96
Food and drink:	177.57	180.06	170.47	175.08	175.51
- Food purchases at supermarkets	94.45	51.91	86.97	78.44	78.71
- Restaurants	83.12	128.15	83.50	96.64	96.80
Souvenirs:	67.43	71.96	57.67	60.69	63.65
Leisure:	49.08	72.33	41.48	42.88	49.67
- Organized excursions	24.54	14.62	17.50	17.21	18.36
- Leisure, amusement	6.87	9.70	10.92	5.03	7.73
- Trip to other islands	0.76	2.93	1.42	2.69	2.02
- Sporting activities	6.08	32.25	5.86	10.09	12.58
- Cultural activities	0.83	3.78	0.32	3.38	2.19
- Discos and disco-pubs	10.01	9.04	5.46	4.47	6.80
Others:	16.65	17.87	14.13	20.76	17.74
- Wellness	3.31	7.02	5.31	9.59	6.72
- Medical expenses	0.88	1.13	0.91	1.13	1.03
- Other expenses	12.45	9.72	7.90	10.03	10.00

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	1.2%	0.0%	0.6%	0.4%
Between 2 and 7 days	10.3%	10.5%	1.6%	6.0%	6.8%
Between 8 and 15 days	8.9%	10.1%	11.7%	4.5%	8.2%
Between 16 and 30 days	23.4%	8.2%	16.6%	15.1%	15.9%
Between 31 and 90 days	33.7%	34.1%	36.1%	32.9%	34.0%
More than 90 days	23.6%	36.0%	34.0%	40.9%	34.6%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	14.5%	9.0%	11.8%	9.1%	10.9%
Flight and accommodation (room only)	14.9%	23.5%	25.7%	20.4%	21.1%
Flight and accommodation (B&B)	15.2%	15.8%	9.3%	12.4%	12.9%
Flight and accommodation (half board)	26.0%	27.6%	22.2%	30.4%	27.0%
Flight and accommodation (full board)	3.8%	4.5%	2.7%	4.5%	4.0%
Flight and accommodation (all inclusive)	25.6%	19.5%	28.3%	23.2%	24.2%
% Tourists using low-cost airlines	35.1%	35.1%	28.0%	40.5%	35.3%
Other expenses in their place of residence:					
- Car rental	21.2%	27.8%	15.6%	16.5%	19.5%
- Sporting activities	8.6%	7.7%	6.7%	13.6%	9.8%
- Excursions	9.1%	10.3%	6.2%	11.9%	9.7%
- Combined trip to other islands	2.8%	3.2%	0.0%	4.1%	2.7%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	40.5%	31.6%	39.9%	40.6%	38.6%
- Tour Operator's website	77.5%	84.7%	81.1%	74.2%	78.5%
Accommodation	12.9%	17.9%	13.4%	18.1%	15.8%
- Accommodation's website	93.5%	91.2%	47.9%	92.2%	83.2%
Travel agency (High street)	11.7%	13.7%	13.4%	20.2%	15.5%
Online Travel Agency (OTA)	25.7%	29.0%	24.8%	16.2%	22.8%
No need to book accommodation	9.2%	7.7%	8.5%	4.9%	7.3%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	41.2%	34.7%	42.9%	38.0%	39.2%
- Tour Operator's website	74.5%	77.9%	79.1%	69.5%	74.5%
Airline	23.7%	32.5%	16.7%	27.4%	25.1%
- Airline's website	97.4%	96.5%	94.6%	97.9%	96.9%
Travel agency (High street)	11.9%	13.5%	16.0%	21.0%	16.4%
Online Travel Agency (OTA)	23.3%	19.3%	24.4%	13.7%	19.3%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	13.4%	14.9%	8.4%	13.8%	12.7%
4* Hotel	27.4%	36.4%	33.6%	38.8%	34.6%
1-2-3* Hotel	12.1%	8.6%	13.3%	13.0%	12.0%
Apartment	30.6%	32.9%	34.6%	24.3%	29.8%
Property (privately-owned, friends, family)	11.7%	6.5%	9.6%	4.9%	7.8%
Others	4.9%	0.7%	0.5%	5.3%	3.2%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	56.0%	50.1%	58.9%	49.2%	53.1%
Percentage of women	44.0%	49.9%	41.1%	50.8%	46.9%

Age					
Average age (tourists > 16 years old)	40.8	44.4	40.4	45.3	43.0
Standard deviation	15.2	15.1	16.3	14.6	15.4

Age range					
16-24 years old	12.7%	7.7%	16.9%	9.6%	11.6%
25-30 years old	15.4%	16.0%	18.2%	10.1%	14.3%
31-45 years old	39.4%	32.7%	30.2%	29.1%	32.3%
46-60 years old	17.6%	24.6%	20.8%	36.2%	26.3%
Over 60 years old	15.0%	19.0%	13.8%	15.0%	15.5%

Occupation					
Business owner or self-employed	20.5%	14.8%	13.3%	16.0%	16.0%
Upper/Middle management employee	43.5%	55.0%	52.7%	52.9%	51.3%
Auxiliary level employee	12.8%	12.9%	8.8%	9.3%	10.6%
Students	11.2%	5.3%	13.1%	5.1%	8.3%
Retired	12.0%	8.1%	8.6%	12.9%	10.7%
Unemployed / unpaid dom. work	0.0%	4.0%	3.6%	3.8%	3.0%

Annual household income level					
€12,000 - €24,000	6.7%	3.2%	13.1%	4.5%	6.7%
€24,001 - €36,000	3.3%	3.7%	2.6%	2.7%	3.0%
€36,001 - €48,000	11.2%	5.0%	5.1%	5.2%	6.3%
€48,001 - €60,000	14.2%	14.2%	15.4%	12.7%	13.9%
€60,001 - €72,000	13.0%	12.1%	14.4%	11.2%	12.5%
€72,001 - €84,000	14.8%	14.4%	7.5%	12.5%	12.2%
More than €84,000	36.7%	47.4%	41.9%	51.1%	45.4%

(*) Bear in mind that 89% of swiss tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Swiss



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	5,434	6,337	1,737	6,730	20,238
- Fuerteventura	4,558	6,687	7,884	14,309	33,438
- Gran Canaria	22,070	15,621	22,559	26,509	86,759
- Tenerife	16,613	14,748	17,517	31,908	80,785
- La Palma	1,232	188	1,091	274	2,785

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10.9%	14.5%	3.4%	8.4%	9.0%
- Fuerteventura	9.1%	15.3%	15.5%	17.9%	14.9%
- Gran Canaria	44.2%	35.8%	44.4%	33.2%	38.7%
- Tenerife	33.3%	33.8%	34.5%	40.0%	36.1%
- La Palma	2.5%	0.4%	2.1%	0.3%	1.2%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	19.9%	11.4%	18.1%	12.8%	15.3%
Only with partner	37.1%	51.3%	42.3%	43.2%	43.3%
Only with children (under the age of 13)	0.0%	1.1%	0.8%	1.3%	0.9%
Partner + children (under the age of 13)	10.8%	11.3%	12.0%	14.0%	12.3%
Other relatives	9.1%	3.4%	3.6%	7.0%	5.9%
Friends	8.6%	9.3%	8.7%	5.5%	7.7%
Work colleagues	2.1%	0.8%	1.4%	0.6%	1.2%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.8%	83.4%	86.0%	90.9%	88.7%
Beaches	27.6%	35.7%	51.5%	39.3%	38.9%
Tranquillity/rest/relaxation	40.0%	34.5%	41.1%	30.8%	35.9%
Scenery	28.1%	30.7%	21.4%	30.4%	27.8%
Visiting new places	15.1%	14.6%	15.9%	14.6%	15.0%
Price	12.4%	12.2%	19.3%	9.9%	13.1%
Ease of travel	9.4%	11.5%	6.9%	7.8%	8.7%
Security	6.2%	9.6%	8.1%	9.7%	8.5%
Nautical activities	6.8%	5.7%	6.0%	7.1%	6.5%
Suitable destination for children	7.9%	3.9%	1.6%	7.8%	5.6%
Active tourism	4.0%	7.1%	4.5%	6.2%	5.5%
Nightlife/fun	5.4%	3.0%	8.3%	2.2%	4.5%
Quality of the environment	5.7%	3.5%	2.4%	4.5%	4.1%
Theme parks	1.9%	1.7%	4.4%	3.5%	3.0%
Golf	0.8%	4.0%	0.0%	5.1%	2.8%
Shopping	3.3%	0.0%	2.7%	1.0%	1.7%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	90.2%	91.0%	95.3%	92.3%	92.3%
Average rating (scale 1-10)	8.52	8.81	8.79	8.76	8.73

How many are loyal to the destination?

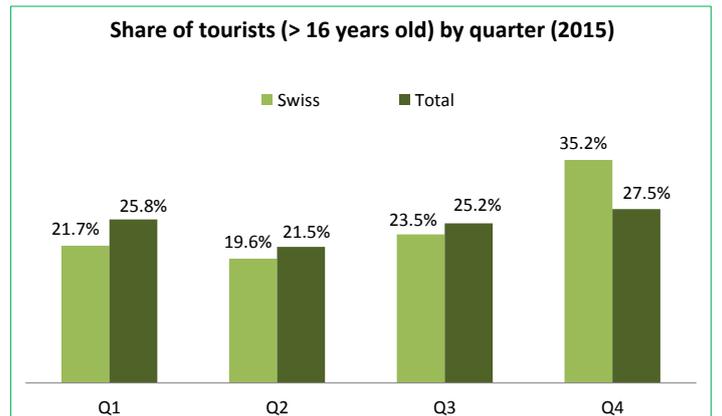
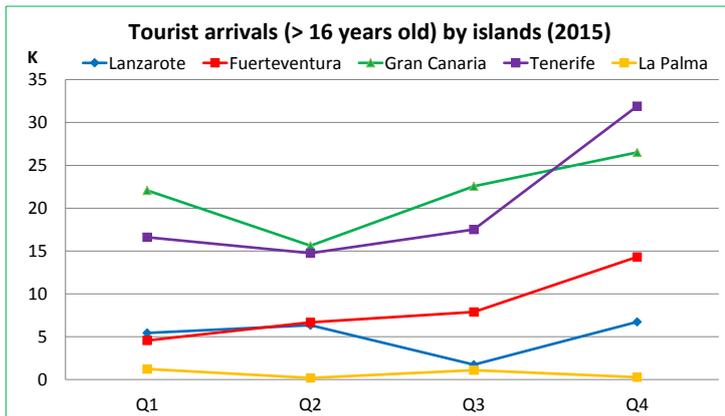
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	74.8%	67.3%	59.4%	72.9%	69.0%
In love (more than 10 visits)	15.4%	8.2%	5.8%	10.9%	10.0%

Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Switzerland	74.4%	76.6%	72.6%	73.0%	73.9%
Spain	16.4%	14.5%	19.7%	15.8%	16.6%
Germany	7.5%	5.8%	2.5%	4.7%	5.0%
Italy	0.0%	2.0%	0.9%	5.6%	2.5%
Belgium	0.6%	0.8%	1.4%	0.0%	0.6%
United Kingdom	0.5%	0.0%	1.2%	0.5%	0.6%
France	0.5%	0.0%	0.5%	0.4%	0.4%
Others	0.0%	0.4%	1.2%	0.0%	0.4%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	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	62.1%	50.2%	45.3%	63.9%	56.5%
Recommendation by friends or relatives	40.4%	35.7%	42.4%	31.5%	36.8%
The Canary Islands television channel	0.3%	2.2%	0.0%	0.0%	0.5%
Other television or radio channels	0.0%	0.0%	0.5%	0.4%	0.3%
Information in the press/magazines/books	2.5%	5.8%	1.0%	2.5%	2.8%
Attendance at a tourism fair	0.0%	1.2%	0.0%	0.0%	0.2%
Tour Operator's brochure or catalogue	12.3%	6.7%	8.1%	11.0%	9.7%
Recommendation by Travel Agency	10.6%	6.4%	14.6%	12.4%	11.4%
Information obtained via the Internet	28.0%	39.2%	34.1%	27.5%	31.5%
Senior Tourism programme	0.4%	0.0%	0.3%	0.4%	0.3%
Others	8.5%	8.5%	8.9%	9.1%	8.8%



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.