TOURIST PROFILE BY QUARTER OF TRIP (2022)
SWITZERLAND

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**28**	**36**	**36**	**55**	**155**
Tourist arrivals > 15 years old (EGT) *(*)*	**25**	**33**	**31**	**47**	**135**
- book holiday package *(*)*	7	10	14	17	**47**
- do not book holiday package *(*)*	18	23	17	30	**88**
- % tourists who book holiday package	26.6%	29.4%	44.5%	36.3%	**34.7%**

(*) Thousand of tourists

TOURISTS

2022Q1	2022Q2	2022Q3	2022Q4
27,800	35,624	36,437	54,795

% TOURISTS WHO BOOK HOLIDAY PACKAGE

2022Q1	27%
2022Q2	29%
2022Q3	45%
2022Q4	36%
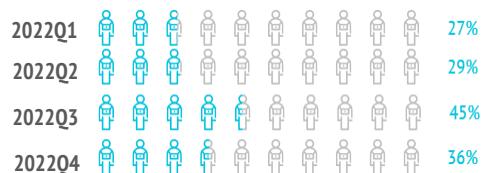
	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	**1,603**	**1,398**	**1,951**	**1,673**	**1,656**
- book holiday package	1,932	1,866	1,953	1,862	**1,899**
- holiday package	1,540	1,579	1,681	1,584	**1,605**
- others	392	287	272	277	**294**
- do not book holiday package	1,484	1,203	1,948	1,565	**1,527**
- flight	367	376	558	441	**431**
- accommodation	625	403	683	647	**585**
- others	491	424	707	477	**510**
Average lenght of stay	**10.85**	**8.75**	**9.90**	**9.31**	**9.59**
- book holiday package	9.79	9.07	8.96	9.30	**9.22**
- do not book holiday package	11.23	8.61	10.65	9.32	**9.78**
Average daily expenditure (€)	**169.5**	**179.0**	**211.1**	**199.0**	**191.5**
- book holiday package	188.5	211.0	227.4	220.4	**216.0**
- do not book holiday package	162.6	165.7	198.1	186.7	**178.4**
Total turnover (> 15 years old) (€m)	**40**	**46**	**60**	**78**	**223**
- book holiday package	13	18	27	32	**89**
- do not book holiday package	27	28	33	47	**134**

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	16.6%	25.7%	17.8%	15.1%	**18.5%**
Canary Islands	20.3%	13.6%	13.7%	24.7%	**18.8%**
Other destination	63.1%	60.7%	68.5%	60.2%	**62.7%**

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	39.0%	35.1%	15.5%	39.8%	**31.2%**
Canary Islands (other island)	27.3%	19.4%	21.0%	27.5%	**23.6%**
Other destination	33.7%	45.5%	63.4%	32.7%	**45.2%**

Percentage of valid answers

Importance of each factor in the destination choice

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	79.2%	69.6%	53.3%	78.3%	**70.7%**
Sea	55.9%	50.3%	65.1%	56.1%	**56.7%**
Safety	46.2%	47.5%	45.2%	51.9%	**48.3%**
Beaches	41.7%	39.5%	56.3%	43.0%	**44.9%**
Tranquility	48.6%	45.4%	39.6%	43.1%	**43.9%**
Landscapes	48.9%	36.0%	31.3%	43.9%	**40.0%**
Effortless trip	38.6%	49.5%	31.5%	38.5%	**39.6%**
Accommodation supply	28.1%	35.0%	43.6%	34.9%	**35.6%**
European belonging	40.8%	35.8%	23.9%	36.0%	**34.1%**
Gastronomy	31.9%	31.6%	30.1%	35.0%	**32.5%**
Environment	35.7%	27.3%	32.2%	27.4%	**30.0%**
Price	25.7%	33.5%	27.9%	26.6%	**28.4%**
Authenticity	30.4%	28.0%	21.0%	17.3%	**23.1%**
Fun possibilities	25.6%	14.7%	23.1%	16.4%	**19.2%**
Hiking trail network	16.6%	10.8%	9.5%	9.6%	**11.1%**
Shopping	11.0%	6.7%	8.3%	13.8%	**10.3%**
Exoticism	11.7%	9.6%	9.8%	8.0%	**9.5%**
Nightlife	13.3%	3.1%	9.0%	7.4%	**7.8%**
Historical heritage	15.4%	9.0%	6.5%	3.2%	**7.6%**
Culture	10.2%	8.4%	9.9%	3.3%	**7.3%**

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very import
% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE FUN POSSIBILITIES

2022Q1 25.6%	2022Q3 23.1%
2022Q2 14.7%	2022Q4 16.4%

What is the main motivation for their holidays?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	36.6%	46.8%	43.0%	48.1%	**44.5%**
Enjoy family time	10.3%	7.7%	12.8%	14.3%	**11.6%**
Have fun	7.4%	5.1%	13.9%	4.7%	**7.4%**
Explore the destination	32.6%	31.8%	22.7%	25.4%	**27.6%**
Practice their hobbies	8.5%	5.9%	5.0%	3.5%	**5.3%**
Other reasons	4.5%	2.7%	2.7%	4.0%	**3.5%**

How far in advance do they book their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	1.3%	1.1%	2.6%	0.1%	**1.1%**
Between 1 and 30 days	28.2%	32.3%	19.4%	26.9%	**26.8%**
Between 1 and 2 months	36.9%	35.9%	20.7%	26.7%	**29.5%**
Between 3 and 6 months	20.0%	25.4%	44.3%	27.1%	**29.3%**
More than 6 months	13.5%	5.2%	12.9%	19.2%	**13.3%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2022Q1	13.5%
2022Q2	5.2%
2022Q3	12.9%
2022Q4	19.2%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).
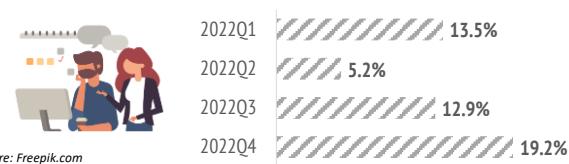
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

What channels did they use to get information about the trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	46.4%	38.6%	40.9%	47.3%	**43.5%**
Friends or relatives	30.7%	31.9%	27.3%	31.4%	**30.5%**
Internet or social media	64.7%	52.2%	61.0%	54.0%	**57.1%**
Mass Media	1.0%	1.4%	1.6%	1.4%	**1.4%**
Travel guides and magazines	10.5%	4.5%	12.9%	9.7%	**9.3%**
Travel Blogs or Forums	7.1%	5.6%	8.2%	6.4%	**6.8%**
Travel TV Channels	0.5%	0.5%	4.1%	0.3%	**1.2%**
Tour Operator or Travel Agency	6.6%	13.1%	17.2%	14.5%	**13.3%**
Public administrations or similar	0.7%	0.0%	0.0%	0.7%	**0.4%**
Others	0.8%	4.6%	1.0%	6.2%	**3.6%**

* Multi-choise question

With whom did they book their flight and accommodation?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	77.7%	63.0%	52.8%	62.3%	**63.1%**
- Tour Operator or Travel Agency	22.3%	37.0%	47.2%	37.7%	**36.9%**
Accommodation					
- Directly with the accommodation	54.8%	44.5%	39.6%	49.1%	**46.6%**
- Tour Operator or Travel Agency	45.2%	55.5%	60.4%	50.9%	**53.4%**

Where do they stay?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	5.6%	6.0%	5.3%	4.5%	**5.2%**
4* Hotel	32.7%	30.4%	37.0%	30.0%	**32.2%**
5* Hotel / 5* Luxury Hotel	9.0%	18.3%	16.4%	18.8%	**16.3%**
Aparthotel / Tourist Villa	15.8%	11.2%	12.8%	9.8%	**11.9%**
House/room rented in a private dwelli	12.4%	10.6%	9.5%	13.4%	**11.7%**
Private accommodation [1]	12.0%	14.4%	3.2%	6.0%	**8.5%**
Others (Cottage, cruise, camping,..)	12.5%	9.2%	15.9%	17.5%	**14.2%**

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	34.7%	26.6%	26.8%	29.3%	**29.1%**
Bed and Breakfast	25.4%	26.5%	18.2%	17.0%	**21.1%**
Half board	21.0%	27.6%	27.9%	31.4%	**27.7%**
Full board	2.3%	5.3%	6.7%	4.8%	**4.9%**
All inclusive	16.5%	14.0%	20.4%	17.4%	**17.2%**

29.1% of turists book **room only.**

34.7% 2022Q1 **26.8%** 2022Q3 **26.6%** 2022Q2 **29.3%** 2022Q4

Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	75.0%	71.5%	63.7%	73.9%	**71.2%**
Supermarkets	52.6%	56.0%	53.9%	56.7%	**55.1%**
Car rental	52.9%	46.3%	37.9%	42.7%	**44.3%**
Organized excursions	11.9%	24.5%	29.1%	19.2%	**21.4%**
Taxi, transfer, chauffeur service	32.5%	42.4%	48.3%	40.6%	**41.3%**
Theme Parks	2.0%	12.7%	15.3%	9.9%	**10.3%**
Sport activities	7.2%	10.5%	11.6%	10.0%	**10.0%**
Museums	7.4%	2.5%	7.7%	7.5%	**6.3%**
Flights between islands	12.6%	9.7%	7.7%	2.5%	**7.3%**

Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	0.0%	1.1%	4.0%	4.5%	**2.7%**
1 - 2 hours	1.0%	13.3%	11.7%	8.4%	**9.0%**
3 - 6 hours	24.3%	22.4%	25.0%	25.2%	**24.3%**
7 - 12 hours	61.8%	51.8%	52.3%	52.8%	**54.1%**
More than 12 hours	12.9%	11.5%	6.9%	9.0%	**9.9%**
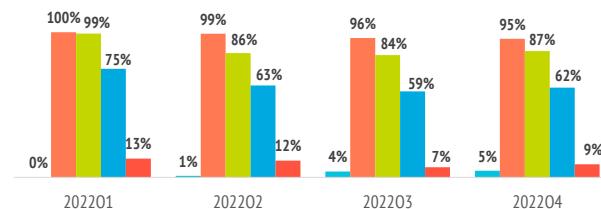
Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Beach	73.7%	77.3%	82.7%	74.8%	**77.0%**
Walk, wander	63.3%	56.9%	55.7%	54.6%	**57.0%**
Explore the island on their own	57.3%	51.7%	57.2%	51.8%	**54.0%**
Swimming pool, hotel facilities	40.6%	44.1%	60.5%	47.5%	**48.3%**
Taste Canarian gastronomy	28.1%	25.5%	25.5%	28.0%	**26.9%**
Hiking	22.8%	13.1%	15.5%	19.3%	**17.6%**
Theme parks	7.4%	18.8%	24.0%	14.8%	**16.5%**
Organized excursions	9.3%	15.2%	20.9%	15.7%	**15.6%**
Sea excursions / whale watching	2.9%	13.4%	26.0%	16.9%	**15.5%**
Nightlife / concerts / shows	12.3%	12.7%	17.4%	17.0%	**15.2%**
Other Nature Activities	15.9%	8.6%	21.2%	8.2%	**12.7%**
Wineries / markets / popular festiv	11.0%	8.1%	16.8%	10.9%	**11.6%**
Museums / exhibitions	8.3%	7.0%	17.0%	11.0%	**10.9%**
Swim	21.4%	3.1%	7.9%	5.4%	**8.3%**
Surf	2.6%	6.2%	16.4%	5.4%	**7.6%**
Running	8.9%	7.9%	9.1%	4.6%	**7.2%**
Practice other sports	3.5%	10.4%	7.3%	5.5%	**6.7%**
Beauty and health treatments	10.8%	4.7%	5.2%	5.2%	**6.1%**
Scuba Diving	1.8%	2.3%	10.7%	8.0%	**6.1%**
Astronomical observation	2.6%	2.5%	6.4%	8.6%	**5.5%**
Windsurf / Kitesurf	2.3%	3.8%	6.8%	6.3%	**5.1%**
Cycling / Mountain bike	5.3%	5.5%	2.3%	4.9%	**4.5%**
Golf	4.1%	1.2%	1.5%	5.5%	**3.3%**

* Multi-choise question

Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	2,882	2,902	3,390	5,146	**14,320**
Fuerteventura	3,252	3,327	6,250	6,577	**19,406**
Gran Canaria	8,036	10,917	9,842	16,421	**45,216**
Tenerife	9,190	14,919	9,899	17,296	**51,304**
La Palma	1,192	730	1,138	1,230	**4,290**

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	11.7%	8.8%	11.1%	11.0%	**10.6%**
Fuerteventura	13.2%	10.1%	20.5%	14.1%	**14.4%**
Gran Canaria	32.7%	33.3%	32.2%	35.2%	**33.6%**
Tenerife	37.4%	45.5%	32.4%	37.1%	**38.1%**
La Palma	4.9%	2.2%	3.7%	2.6%	**3.2%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

Legend: ■ 2022Q1 ■ 2022Q2 ■ 2022Q3 ■ 2022Q4

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2022Q1	20%	17%	18%	18%	28%
2022Q2	20%	17%	24%	29%	17%
2022Q3	24%	32%	22%	19%	27%
2022Q4	36%	34%	36%	34%	29%
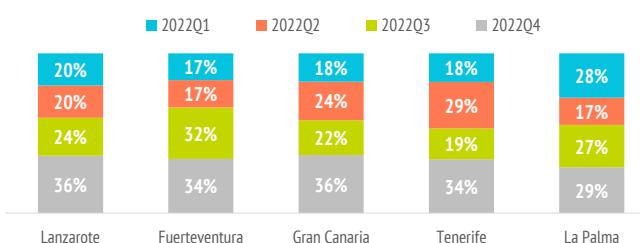
How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	87.0%	89.4%	84.7%	93.0%	**89.1%**
Two islands	11.1%	10.5%	11.1%	5.6%	**9.1%**
Three or more islands	2.0%	0.0%	4.2%	1.5%	**1.8%**

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

Legend: ■ No ■ Yes, even if it means some incovenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient

	No	Yes, even if inconvenience	Yes, not inconvenient
2022Q1	42.5%	25.5%	32.0%
2022Q2	49.1%	18.9%	32.0%
2022Q3	40.0%	19.4%	40.6%
2022Q4	37.1%	23.7%	39.2%
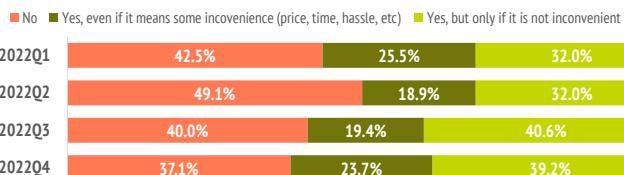
Would they be willing to spend more on travel to reduce their carbon footprint?

Legend: ■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	No	up to 5%	up to 10%	up to 20%	over 20%
2022Q1	36.7%	27.5%	25.1%	6.3%	4.4%
2022Q2	35.4%	26.9%	20.2%	12.1%	5.4%
2022Q3	33.4%	26.7%	30.5%	5.7%	3.7%
2022Q4	31.0%	30.5%	21.7%	10.2%	6.6%
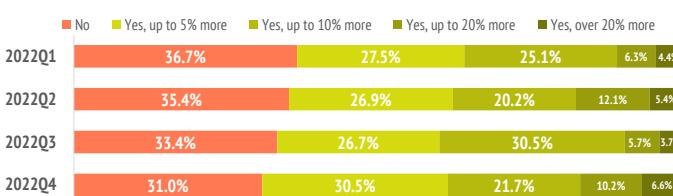
Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.0	8.2	8.2	8.1	**8.1**
Tolerance towards tourism	8.3	8.5	8.3	8.5	**8.4**
Cleanliness of the island	7.8	7.8	7.9	7.9	**7.9**
Air quality	8.5	8.4	8.2	8.0	**8.2**
Rational water consumption	7.1	7.1	7.5	7.1	**7.2**
Energy saving	6.4	6.4	6.7	6.7	**6.5**
Use of renewable energy	6.9	6.9	7.0	7.2	**7.0**
Recycling	7.1	6.8	7.3	7.0	**7.0**
Easy to get around by public transport	7.0	6.9	7.2	6.6	**6.9**
Overcrowding in tourist areas	6.6	6.5	6.1	6.0	**6.2**
Supply of local products	7.2	7.1	7.4	7.2	**7.2**

Scale 0 - 10 (0 = Not important and 10 = Very important)

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.67	8.68	8.59	8.76	**8.69**

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	3.8%	0.3%	5.4%	2.4%	**2.8%**
Lived up to expectations	59.5%	54.0%	61.4%	58.6%	**58.3%**
Better or much better than expected	36.8%	45.7%	33.2%	39.0%	**38.9%**

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.72	8.44	8.05	8.65	**8.48**
Recommend visiting the Canary Islands	9.00	8.65	8.72	8.85	**8.80**

RETURN TO THE CANARY ISLANDS — Canary Islands: 8.48

I Trim	II Trim	III Trim	IV Trim
8.72	8.44	8.05	8.65

RECOMMEND VISITING THE CANARY ISLANDS — Canary Islands: 8.80

I Trim	II Trim	III Trim	IV Trim
9.00	8.65	8.72	8.85
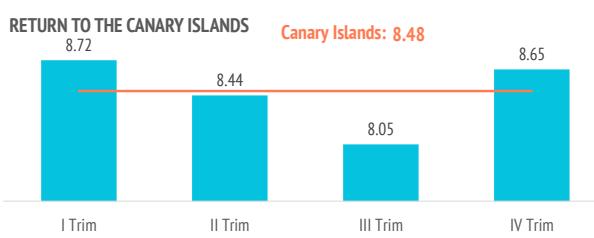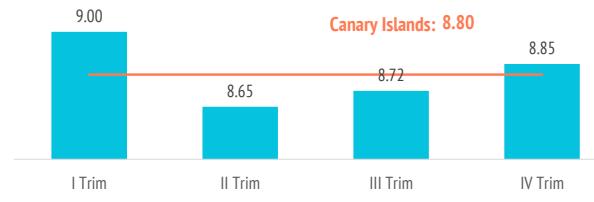
How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	68.0%	63.6%	54.6%	66.2%	63.2%
At least 10 previous visits	19.7%	21.6%	10.4%	20.2%	18.2%
Repeat tourists (last 5 years)	65.9%	57.6%	45.8%	61.6%	57.8%
Repeat tourists (last 5 years)(5 or more visits	13.6%	12.4%	8.5%	18.7%	13.9%

REPEAT TOURISTS — Average 63.2%

2022Q1	2022Q2	2022Q3	2022Q4
68.0%	63.6%	54.6%	66.2%

Canary Islands — LATITUDE OF LIFE

Where does the flight come from? 🌐

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Switzerland	76.1%	77.9%	71.9%	80.9%	**77.3%**
Spanish Mainland	6.2%	7.2%	20.1%	7.2%	**9.9%**
Italy	7.5%	5.6%	2.4%	5.5%	**5.2%**
Portugal	3.1%	5.8%	0.5%	1.8%	**2.7%**
Others	7.0%	3.6%	5.1%	4.6%	**4.9%**

% TOURISTS BY QUARTER OF TRIP

■ Switzerland ■ Others

	I Trim	II Trim	III Trim	IV Trim
Switzerland	76%	78%	72%	81%
Others	24%	22%	28%	19%
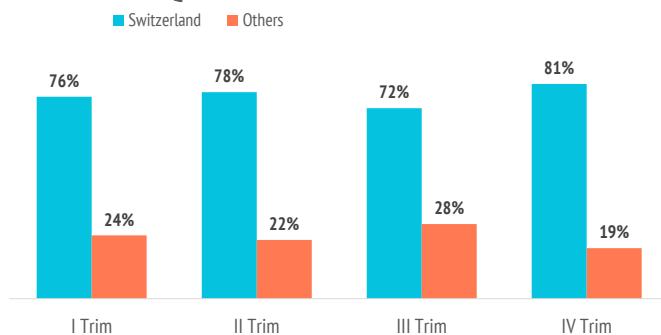
Who do they come with? 👪

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	16.9%	17.7%	14.9%	15.9%	**16.3%**
Only with partner	56.9%	46.2%	43.8%	46.4%	**47.7%**
Only with children (< 13 years old)	3.6%	5.7%	4.4%	3.2%	**4.2%**
Partner + children (< 13 years old)	1.1%	4.3%	6.6%	6.0%	**4.8%**
Other relatives	2.0%	5.1%	11.0%	9.3%	**7.3%**
Friends	7.7%	13.7%	8.8%	4.6%	**8.3%**
Work colleagues	0.0%	0.0%	0.5%	0.0%	**0.1%**
Organized trip	0.0%	0.0%	0.0%	0.0%	**0.0%**
Other combinations [1]	11.7%	7.5%	9.9%	14.6%	**11.3%**

(1) Different situations have been isolated

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Tourists with children	**5.9%**	**12.7%**	**13.3%**	**12.2%**	**11.4%**
- Between 0 and 2 years old	0.6%	0.5%	0.0%	0.8%	**0.5%**
- Between 3 and 12 years old	5.4%	11.0%	11.6%	8.9%	**9.4%**
- Between 0 -2 and 3-12 years	0.0%	1.2%	1.7%	2.5%	**1.5%**
Tourists without children	**94.1%**	**87.3%**	**86.7%**	**87.8%**	**88.6%**
Group composition:					
- 1 person	19.2%	19.5%	16.0%	17.0%	**17.8%**
- 2 people	63.8%	59.5%	55.9%	55.8%	**58.2%**
- 3 people	6.3%	4.7%	8.6%	12.1%	**8.5%**
- 4 or 5 people	10.0%	13.4%	17.2%	12.0%	**13.2%**
- 6 or more people	0.7%	2.9%	2.3%	3.0%	**2.4%**
Average group size:	**2.11**	**2.30**	**2.38**	**2.37**	**2.31**

People who share the main expenses of the trip

❞

11% of tourists travel with children.

(under the age of 13)

2022Q1	5.9%
2022Q2	12.7%
2022Q3	13.3%
2022Q4	12.2%

Who are they? 🧍

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	54.5%	47.4%	50.9%	51.7%	**51.0%**
Women	45.5%	52.6%	49.1%	48.3%	**49.0%**
Age					
Average age (tourist > 15 years old)	46.6	43.8	38.6	45.1	**43.6**
Standard deviation	16.7	15.5	15.2	16.7	**16.3**
Age range (> 15 years old)					
16 - 24 years old	13.7%	5.7%	24.4%	8.7%	**12.4%**
25 - 30 years old	11.0%	20.5%	14.4%	17.3%	**16.3%**
31 - 45 years old	22.8%	30.6%	31.3%	27.3%	**28.2%**
46 - 60 years old	26.9%	24.4%	21.6%	28.8%	**25.8%**
Over 60 years old	25.6%	18.8%	8.2%	17.9%	**17.3%**
Occupation					
Salaried worker	57.5%	57.3%	56.5%	64.6%	**59.7%**
Self-employed	10.3%	13.1%	3.7%	7.9%	**8.7%**
Unemployed	0.0%	0.6%	1.8%	0.0%	**0.6%**
Business owner	11.0%	13.3%	14.8%	10.3%	**12.2%**
Student	4.6%	1.3%	12.9%	3.6%	**5.3%**
Retired	15.2%	12.9%	8.2%	8.7%	**10.8%**
Unpaid domestic work	1.5%	0.3%	0.0%	0.0%	**0.3%**
Others	0.0%	1.2%	2.1%	4.8%	**2.5%**
Annual household income level					
Less than €25,000	1.1%	6.9%	8.7%	5.3%	**5.7%**
€25,000 - €49,999	11.8%	7.8%	14.1%	10.5%	**10.9%**
€50,000 - €74,999	20.0%	14.2%	16.1%	19.2%	**17.4%**
More than €74,999	67.1%	71.1%	61.1%	65.0%	**66.0%**
Education level					
No studies	0.0%	0.7%	0.7%	1.0%	**0.7%**
Primary education	5.2%	11.3%	1.0%	5.0%	**5.7%**
Secondary education	10.4%	19.7%	18.3%	20.1%	**17.8%**
Higher education	84.4%	68.3%	79.9%	73.9%	**75.8%**

AVERAGE AGE (> 15 years old)

2022Q1	46.6
2022Q2	43.8
2022Q3	38.6
2022Q4	45.1
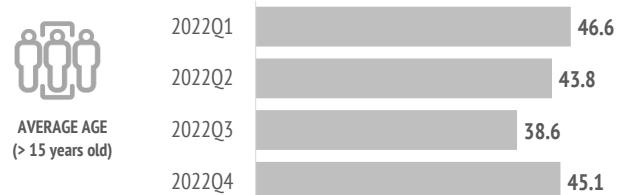
% TOURISTS WITH INCOMES OVER €74,999

● 2022Q1 ● 2022Q3
● 2022Q2 ● 2022Q4

67% 71% 61% 65%
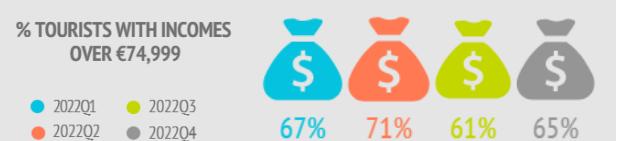
% SALARIED WORKER TOURISTS

2022Q1	57%
2022Q2	57%
2022Q3	56%
2022Q4	65%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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