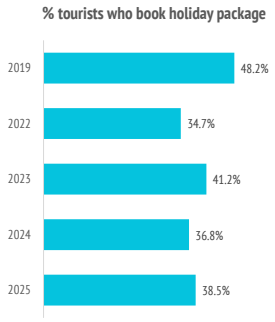
Tourist profile. Historical data (2019 - 2025)

Switzerland

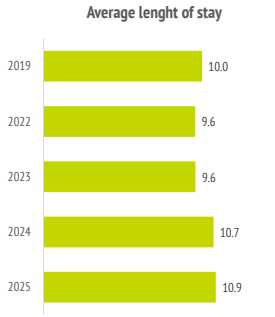
How many are they and how much do they spend?

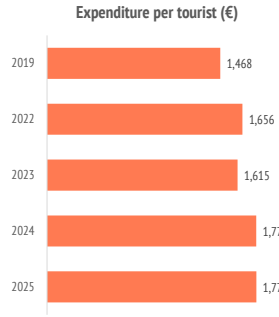
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**264**	**155**	**191**	**191**	**198**
Tourist arrivals ≥ 16 years old (EGT) (*)	**234**	**135**	**168**	**171**	**180**
- % tourists who book holiday package	48.2%	34.7%	41.2%	36.8%	38.5%
Children < 16 years old (FRONTUR - EGT) (*)	30	20	23	20	18
Expenditure per tourist (€)	**1,468**	**1,656**	**1,615**	**1,774**	**1,774**
- book holiday package	1,567	1,899	1,829	2,114	2,051
- holiday package	1,269	1,605	1,515	1,759	1,734
- others	298	294	314	355	317
- do not book holiday package	1,376	1,527	1,466	1,576	1,601
- flight	384	431	370	436	404
- accommodation	484	585	557	588	603
- others	508	510	539	551	593
Average lenght of stay	**10.0**	**9.6**	**9.6**	**10.7**	**10.9**
- Median	7.3	8.0	8.0	8.0	**8.0**
Average daily expenditure (€)	**169.81**	**191.46**	**191.56**	**203.93**	**205.21**
- Median	143.28	171.41	177.02	185.72	**180.27**
Average daily expenditure (without flight)	**120.77**	**135.80**	**140.09**	**144.99**	**149.32**
- Median	100.94	120.63	131.37	133.25	**137.50**
Average cost of the flight (€)	**418.8**	**477.7**	**427.1**	**509.3**	**465.5**
Total turnover (≥ 16 years old) (€m)	**343**	**223**	**272**	**304**	**320**
Turnover without flight (≥ 16 years old) (€m)	**245**	**159**	**200**	**216**	**236**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	84.6%	85.5%	86.3%	84.4%	83.8%
- Additional accommodation expenses	11.2%	6.8%	9.3%	9.8%	5.9%
Transport:					
- National/International Transport	95.0%	97.1%	95.6%	96.2%	94.6%
- Flights between islands	3.7%	7.3%	6.8%	8.4%	8.2%
- Taxi	43.4%	41.3%	40.0%	40.7%	40.3%
- Car rental	32.6%	44.3%	42.3%	40.8%	40.8%
- Public transport	8.7%	9.5%	10.7%	14.6%	15.8%
Food and drink:					
- Food purchases at supermarkets	55.2%	55.1%	58.8%	63.5%	62.4%
- Restaurants	64.8%	71.2%	70.1%	73.0%	72.0%
Leisure:					
- Organized excursions	22.6%	21.4%	27.6%	26.6%	28.3%
- Sport activities	11.4%	10.0%	12.3%	9.1%	7.7%
- Cultural activities	2.8%	3.4%	2.9%	2.1%	1.4%
- Museums	5.3%	6.3%	6.8%	6.1%	7.1%
- Theme Parks	7.6%	10.3%	12.5%	8.7%	7.1%
- Discos and pubs	5.9%	7.7%	8.0%	6.4%	3.1%
- Wellness	6.0%	5.6%	10.8%	5.4%	6.7%
Purchases of goods:					
- Souvenirs	47.3%	42.4%	39.3%	45.5%	47.4%
- Other expenses	0.8%	0.8%	0.0%	2.3%	0.2%
Other:					
- Medical or pharmaceutical expenses	7.4%	9.7%	10.8%	4.4%	7.9%
- Other expenses	5.2%	4.8%	5.1%	3.8%	3.4%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**948**	**958**	**1,071**	**1,048**	**1,106**
- Accommodation	727	831	821	894	935
- Additional accommodation expenses	221	127	250	154	171
Transport:	**710**	**872**	**817**	**846**	**877**
- National/International Transport	441	492	447	530	492
- Flights between islands	50	99	97	53	83
- Taxi	77	92	96	104	108
- Car rental	116	153	147	138	169
- Public transport	27	36	29	20	25
Food and drink:	**352**	**332**	**340**	**374**	**372**
- Food purchases at supermarkets	127	110	117	132	131
- Restaurants	225	222	223	243	241
Leisure:	**640**	**604**	**538**	**635**	**624**
- Organized excursions	84	90	89	91	117
- Sport activities	167	141	133	149	117
- Cultural activities	99	77	48	44	117
- Museums	39	27	43	38	41
- Theme Parks	66	55	57	75	62
- Discos and pubs	111	120	80	117	71
- Wellness	75	95	88	122	99
Purchases of goods:	**159**	**525**	**107**	**202**	**160**
- Souvenirs	99	99	107	126	121
- Other expenses	60	426	0	75	39
Other:	**202**	**118**	**131**	**178**	**400**
- Medical or pharmaceutical expenses	35	51	53	35	117
- Other expenses	168	67	77	144	283

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)

Switzerland

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	1.9%	2.3%	0.0%	0.0%	0.0%
Visiting family or friends	0.0%	0.9%	0.6%	0.0%	1.9%
Business and work	0.0%	0.4%	0.2%	0.0%	0.0%
Education and training	0.3%	0.0%	0.2%	0.0%	0.0%
Sports training	0.6%	0.8%	0.4%	0.7%	0.5%
Health or medical care	6.5%	7.5%	4.9%	7.0%	9.3%
Fairs and congresses	1.4%	0.8%	1.2%	0.8%	0.5%
Others	89.1%	90.0%	91.2%	91.0%	88.3%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	50.8%	44.5%	42.5%	40.4%	38.7%
Enjoy family time	10.1%	11.6%	11.1%	16.0%	10.2%
Have fun	8.9%	7.4%	11.7%	5.6%	6.7%
Explore the destination	22.3%	27.8%	28.1%	31.5%	38.9%
Practice their hobbies	5.4%	6.1%	4.5%	4.1%	3.7%
Other reasons	2.4%	2.6%	2.0%	2.4%	1.9%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	18.5%	11.7%	8.4%	7.8%
Canary Islands	--	18.8%	17.4%	20.1%	21.6%
Other destination	--	62.7%	70.9%	71.6%	70.6%
- Balearic Islands	--	3.1%	3.9%	4.9%	3.1%
- Rest of Spain	--	7.5%	7.5%	7.5%	8.7%
- Italy	--	12.9%	15.6%	18.3%	15.3%
- France	--	8.1%	8.7%	8.5%	6.8%
- Turkey	--	1.4%	2.5%	2.2%	2.2%
- Greece	--	9.7%	4.4%	5.1%	4.9%
- Portugal	--	2.5%	5.5%	4.8%	6.6%
- Croatia	--	2.7%	3.2%	1.3%	1.5%
- Egypt	--	2.0%	2.0%	1.5%	3.3%
- Tunisia	--	0.1%	0.0%	0.0%	0.6%
- Morocco	--	0.3%	1.3%	1.5%	1.8%
- Others	--	12.4%	16.3%	16.0%	15.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	31.2%	35.9%	32.9%	32.3%
Canary Islands (other island)	--	23.6%	26.6%	25.5%	28.9%
Other destination	--	45.2%	37.6%	41.6%	38.8%
- Balearic Islands	--	4.3%	3.0%	3.9%	4.6%
- Rest of Spain	--	7.1%	5.8%	7.2%	4.9%
- Italy	--	4.9%	3.8%	4.7%	3.6%
- France	--	1.9%	0.9%	1.5%	1.0%
- Turkey	--	2.7%	2.1%	2.4%	3.5%
- Greece	--	8.9%	9.3%	8.2%	9.2%
- Portugal	--	5.7%	4.6%	4.8%	4.2%
- Croatia	--	2.0%	0.7%	1.2%	1.3%
- Egypt	--	4.0%	3.6%	3.5%	2.8%
- Others	--	3.6%	3.9%	4.2%	3.7%

** Percentage of valid answers*

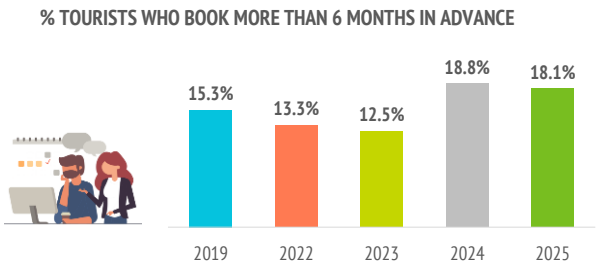
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	76.0%	70.7%	72.8%	75.7%	71.7%
Sea	52.4%	56.7%	58.9%	58.3%	55.5%
Safety	47.5%	48.3%	49.9%	52.5%	48.2%
Tranquility	43.7%	43.9%	46.4%	45.3%	46.9%
Landscapes	33.3%	40.0%	41.3%	41.0%	46.6%
Beaches	40.1%	44.9%	49.3%	45.7%	43.9%
Gastronomy	34.0%	32.5%	38.0%	35.5%	37.4%
European belonging	36.9%	34.1%	32.6%	39.5%	36.6%
Effortless trip	34.3%	39.6%	39.1%	37.7%	36.2%
Environment	29.0%	30.0%	30.1%	31.6%	34.6%
Accommodation supply	36.1%	35.6%	34.7%	38.3%	34.0%
Authenticity	22.2%	23.1%	23.0%	24.7%	26.4%
Price	25.1%	28.4%	24.5%	25.6%	26.1%
Fun possibilities	15.8%	19.2%	18.1%	16.3%	16.6%
Historical heritage	6.0%	7.6%	9.4%	11.0%	14.1%
Culture	4.9%	7.3%	6.6%	10.4%	13.8%
Hiking trail network	10.9%	11.1%	9.6%	15.3%	11.8%
Exoticism	9.2%	9.5%	9.4%	11.5%	11.8%
Shopping	6.8%	10.3%	10.6%	9.4%	10.4%
Nightlife	6.6%	7.8%	5.3%	5.7%	7.1%

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

How far in advance do they book their trip?

	2019	2022	2023	2024	2025
The same day	1.0%	1.1%	0.3%	0.5%	1.5%
Between 1 and 30 days	27.3%	26.8%	27.7%	22.9%	24.1%
Between 1 and 2 months	22.3%	29.5%	28.9%	27.6%	25.0%
Between 3 and 6 months	34.2%	29.3%	30.6%	30.2%	31.3%
More than 6 months	15.3%	13.3%	12.5%	18.8%	18.1%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	42.3%	43.5%	40.8%	39.9%	41.9%
Friends or relatives	28.9%	30.5%	30.0%	24.5%	28.5%
Internet or social media	61.3%	57.1%	55.2%	51.1%	54.8%
Mass Media	1.4%	1.4%	2.0%	0.5%	0.7%
Travel guides and magazines	11.1%	9.3%	8.5%	11.0%	7.9%
Travel Blogs or Forums	5.5%	6.8%	6.8%	6.0%	5.9%
Travel TV Channels	0.4%	1.2%	1.2%	0.7%	1.0%
Tour Operator or Travel Agency	18.6%	13.3%	16.6%	16.3%	12.8%
Public administrations or similar	0.4%	0.4%	0.0%	0.0%	0.0%
Others	1.9%	3.6%	4.1%	3.3%	2.6%

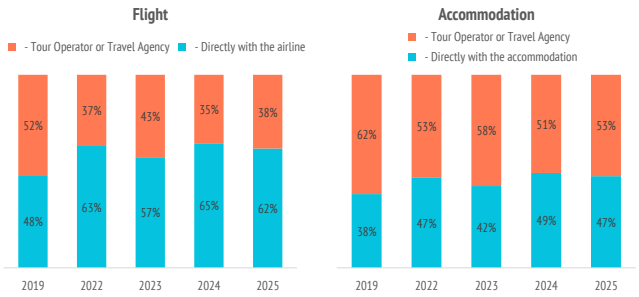
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Switzerland

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	48.0%	63.1%	57.3%	64.5%	61.8%
- Tour Operator or Travel Agency	52.0%	36.9%	42.7%	35.5%	38.2%
Accommodation					
- Directly with the accommodation	38.2%	46.6%	42.4%	49.2%	47.5%
- Tour Operator or Travel Agency	61.8%	53.4%	57.6%	50.8%	52.5%



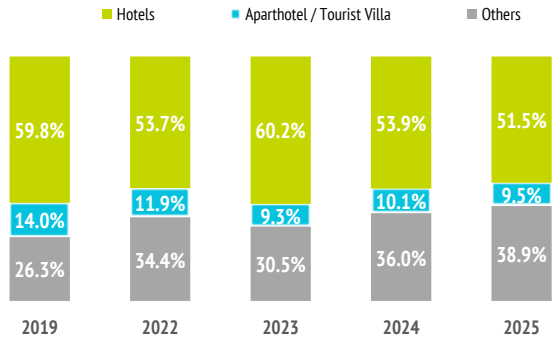
Where are they from?

	2019	2022	2023	2024	2025
Switzerland	79.0%	77.3%	80.6%	68.6%	73.5%
Italy	2.7%	5.2%	2.4%	7.2%	6.8%
Germany	1.7%	2.3%	3.3%	3.1%	6.4%
Portugal	0.8%	2.7%	0.6%	3.4%	2.3%
Ireland	0.0%	0.0%	0.0%	0.2%	0.4%
United Kingdom	0.2%	0.5%	0.5%	0.7%	0.3%
Austria	0.3%	0.6%	1.0%	0.2%	0.2%
Belgium	0.0%	0.0%	0.1%	0.0%	0.0%
Finland	0.0%	0.0%	0.4%	0.0%	0.0%
France	0.2%	0.6%	0.7%	0.5%	0.0%
Others	15.2%	10.8%	10.5%	16.1%	10.1%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	9.4%	5.2%	10.8%	8.1%	7.6%
4* Hotel	32.2%	32.2%	33.2%	33.1%	31.8%
5* Hotel / 5* Luxury Hotel	18.1%	16.3%	16.1%	12.8%	12.2%
Aparthotel / Tourist Villa	14.0%	11.9%	9.3%	10.1%	9.5%
House/room rented in a private dwelling	8.0%	11.7%	13.2%	20.1%	24.2%
Private accommodation (1)	8.5%	8.5%	7.6%	10.6%	9.4%
Others (Cottage, cruise, camping,..)	9.8%	14.2%	9.8%	5.2%	5.4%

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

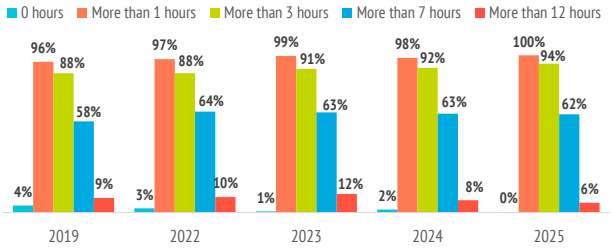


What do they book?

	2019	2022	2023	2024	2025
Room only	24.1%	29.1%	29.3%	31.6%	36.8%
Bed and Breakfast	25.1%	21.1%	24.1%	26.9%	18.3%
Half board	26.7%	27.7%	26.4%	20.9%	22.0%
Full board	3.3%	4.9%	2.8%	4.1%	1.5%
All inclusive	20.9%	17.2%	17.4%	16.6%	21.4%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	4.5%	2.7%	0.8%	1.9%	0.3%
1 - 2 hours	7.2%	9.0%	8.2%	6.4%	5.4%
3 - 6 hours	30.5%	24.3%	27.5%	29.0%	32.0%
7 - 12 hours	48.5%	54.1%	51.7%	54.9%	56.1%
More than 12 hours	9.3%	9.9%	11.8%	7.8%	6.2%
Outdoor time per day	7.5	8.0	8.1	7.8	7.6



Activities in the Canary Islands	2019	2022	2023	2024	2025
Beach	70.1%	77.0%	77.4%	77.8%	76.3%
Walk, wander	51.7%	57.0%	55.5%	55.1%	55.3%
Explore the island on their own	48.5%	54.0%	48.9%	54.8%	55.3%
Swimming pool, hotel facilities	46.6%	48.3%	47.2%	43.8%	41.7%
Taste Canarian gastronomy	27.0%	26.9%	29.2%	27.3%	30.0%
Hiking	--	17.6%	19.9%	19.8%	19.6%
Organized excursions	14.4%	15.6%	17.9%	13.3%	14.3%
Museums / exhibitions	11.6%	10.9%	11.0%	12.3%	13.3%
Sea excursions / whale watching	10.8%	15.5%	15.3%	12.8%	12.8%
Wineries / markets / popular festivals	11.7%	11.6%	11.9%	14.0%	12.0%
Theme parks	15.3%	16.5%	13.3%	12.8%	10.3%
Nightlife / concerts / shows	14.8%	15.2%	17.1%	12.7%	10.1%
Other Nature Activities	--	12.7%	9.1%	13.2%	10.0%
Beauty and health treatments	7.1%	6.1%	9.2%	9.3%	10.0%
Cycling / Mountain bike	--	4.5%	4.3%	3.1%	6.1%
Running	--	7.2%	5.9%	3.8%	4.8%
Astronomical observation	4.0%	5.5%	3.9%	4.3%	4.6%
Swim	--	8.3%	3.3%	4.0%	4.5%
Surf	--	7.6%	3.3%	4.3%	4.2%
Practice other sports	--	6.7%	8.1%	6.1%	4.1%
Golf	--	3.3%	5.3%	2.5%	3.3%
Scuba Diving	--	6.1%	2.3%	3.2%	2.6%
Windsurf / Kitesurf	--	5.1%	1.9%	2.0%	1.3%

** Multi-choise question*

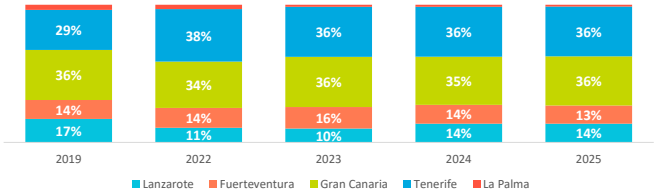
Tourist profile. Historical data (2019 - 2025)

Switzerland

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	39,283	14,320	16,899	23,271	24,366
Fuerteventura	31,851	19,406	26,094	23,232	23,816
Gran Canaria	83,826	45,216	61,032	59,722	64,140
Tenerife	67,059	51,304	60,783	61,812	64,801
La Palma	8,528	4,290	2,552	2,557	2,396

Share by islands	2019	2022	2023	2024	2025
Lanzarote	17.0%	10.6%	10.1%	13.6%	13.6%
Fuerteventura	13.8%	14.4%	15.6%	13.6%	13.3%
Gran Canaria	36.4%	33.6%	36.5%	35.0%	35.7%
Tenerife	29.1%	38.1%	36.3%	36.2%	36.1%
La Palma	3.7%	3.2%	1.5%	1.5%	1.3%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	89.4%	89.1%	91.0%	88.8%	87.0%
Two islands	7.9%	9.1%	8.8%	9.0%	8.6%
Three or more islands	2.7%	1.8%	0.3%	2.3%	4.4%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	64.2%	63.2%	65.6%	63.4%	61.6%
At least 10 previous visits	18.1%	18.2%	19.1%	13.3%	17.1%
Repeat tourists (last 5 years)	58.7%	57.8%	58.0%	58.2%	55.7%
Repeat tourists (last 5 years)(5 or more visits)	18.1%	13.9%	15.4%	15.6%	13.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.61	8.69	8.64	8.72	8.67

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	3.5%	2.8%	2.7%	2.3%	1.5%
Lived up to expectations	54.9%	58.3%	56.8%	49.2%	57.3%
Better or much better than expected	41.7%	38.9%	40.5%	48.5%	41.2%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.28	8.48	8.53	8.62	8.54
Recommend visiting the Canary Islands	8.63	8.80	8.76	9.02	8.93

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	53.1%	51.0%	51.6%	54.4%	55.8%
Women	46.9%	49.0%	48.4%	45.6%	44.2%
Age					
Average age	44.7	43.6	43.5	45.4	45.5
Standard deviation	15.2	16.3	16.2	17.2	16.3
Age range					
16 - 24 years old	10.0%	12.4%	11.9%	12.3%	9.4%
25 - 30 years old	11.8%	16.3%	14.9%	14.0%	13.1%
31 - 45 years old	30.2%	28.2%	28.5%	27.4%	29.3%
46 - 60 years old	30.9%	25.8%	25.9%	23.8%	26.7%
Over 60 years old	17.2%	17.3%	18.8%	22.5%	21.5%
Occupation					
Salaried worker	58.5%	59.7%	60.3%	63.1%	57.3%
Self-employed	7.5%	8.7%	7.0%	8.3%	12.2%
Unemployed	0.1%	0.6%	0.4%	0.0%	0.3%
Business owner	17.3%	12.2%	11.6%	10.6%	13.0%
Student	3.3%	5.3%	4.7%	5.5%	3.6%
Retired	11.0%	10.8%	13.2%	11.1%	12.6%
Unpaid domestic work	1.2%	0.3%	0.8%	0.6%	0.7%
Others	1.1%	2.5%	2.1%	0.8%	0.4%
Annual household income level					
Less than €25,000	10.4%	5.7%	4.3%	7.1%	1.4%
€25,000 - €49,999	14.2%	10.9%	12.6%	10.9%	12.3%
€50,000 - €74,999	27.1%	17.4%	22.6%	21.3%	19.9%
More than €74,999	48.3%	66.0%	60.4%	60.6%	66.4%
Education level					
No studies	0.4%	0.7%	0.9%	1.2%	0.7%
Primary education	8.7%	5.7%	4.6%	4.3%	6.9%
Secondary education	22.2%	17.8%	24.7%	23.2%	17.1%
Higher education	68.8%	75.8%	69.7%	71.3%	75.3%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	16.8%	16.3%	15.7%	11.6%	14.2%
Only with partner	43.6%	47.7%	49.4%	46.5%	49.4%
Only with children (< 13 years old)	5.8%	4.2%	3.9%	5.1%	6.3%
Partner + children (< 13 years old)	4.9%	4.8%	3.8%	7.1%	4.8%
Other relatives	6.2%	7.3%	7.9%	9.0%	6.0%
Friends	8.6%	8.3%	9.5%	7.8%	8.8%
Work colleagues	0.7%	0.1%	0.9%	0.0%	0.0%
Organized trip	0.2%	0.0%	0.1%	0.3%	0.4%
Other combinations (2)	13.2%	11.3%	8.8%	12.4%	10.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.4%**	**11.4%**	**10.9%**	**16.5%**	**13.6%**
- Between 0 and 2 years old	1.8%	0.5%	2.4%	0.5%	1.5%
- Between 3 and 12 years old	12.0%	9.4%	7.3%	15.2%	11.4%
- Between 0 -2 and 3-12 years old	0.7%	1.5%	1.2%	0.8%	0.7%
Tourists without children	**85.6%**	**88.6%**	**89.1%**	**83.5%**	**86.4%**
Group composition:					
- 1 person	20.4%	17.8%	18.5%	13.2%	16.3%
- 2 people	53.8%	58.2%	59.6%	55.8%	58.6%
- 3 people	10.8%	8.5%	9.4%	10.8%	10.5%
- 4 or 5 people	14.0%	13.2%	10.7%	16.9%	12.3%
- 6 or more people	1.1%	2.4%	1.8%	3.3%	2.2%
Average group size:	**2.28**	**2.31**	**2.26**	**2.53**	**2.34**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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