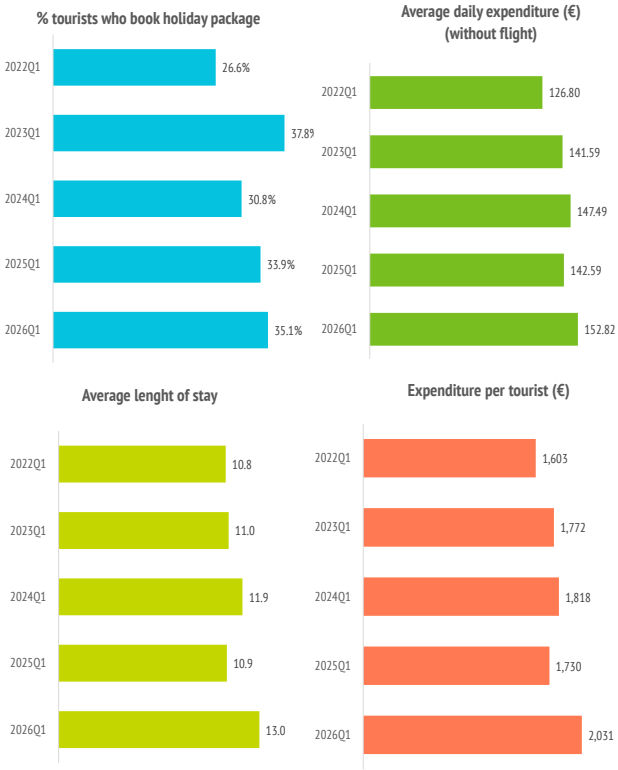
Tourist profile. Historical data (2022 - 2026)

SWITZERLAND: First Quarter

How many are they and how much do they spend?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**28**	**43**	**48**	**48**	**50**
Tourist arrivals ≥ 16 years old (EGT) (*)	**25**	**39**	**45**	**44**	**47**
- book holiday package (*)	7	15	14	15	16
- do not book holiday package (*)	18	24	31	29	30
- % tourists who book holiday package	26.6%	37.8%	30.8%	33.9%	35.1%
Children < 16 years old (FRONTUR - EGT) (*)	3	4	3	3	3
Expenditure per tourist (€) (group spend / group size)	**1,471**	**1,663**	**1,610**	**1,515**	**1,928**
Expenditure per tourist (€) (group spend / +16)	**1,603**	**1,772**	**1,818**	**1,730**	**2,031**
- book holiday package	1,932	1,997	2,506	1,997	2,551
- holiday package	1,540	1,626	2,055	1,669	2,008
- others	392	370	451	329	543
- do not book holiday package	1,484	1,635	1,511	1,592	1,750
- flight	367	400	389	474	398
- accommodation	625	630	578	602	647
- others	491	604	544	517	705
Average lenght of stay	**10.8**	**11.0**	**11.9**	**10.9**	**13.0**
- Median	8.0	9.0	8.0	9.0	7.0
Average daily expenditure (€)	**169.51**	**187.70**	**202.65**	**202.02**	**202.28**
- Median	150.80	181.18	179.14	151.23	189.47
Average daily expenditure (without flight)	**126.80**	**141.59**	**147.49**	**142.59**	**152.82**
- Median	105.00	136.87	136.09	125.99	133.05
Average cost of the flight (€)	**388**	**437**	**491**	**502**	**461**
Total turnover (€m)	**40**	**69**	**81**	**77**	**95**
Turnover without flight (€m)	**30**	**52**	**59**	**54**	**74**

(*) Thousands of tourists



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	82.6%	86.9%	84.3%	77.7%	80.1%
- Additional accommodation expenses	4.2%	11.5%	13.0%	0.3%	4.7%
Transport:					
- National/International Transport	98.8%	97.4%	95.6%	90.9%	96.9%
- Flights between islands	12.6%	6.8%	10.7%	8.2%	6.1%
- Taxi	32.5%	48.7%	33.2%	34.1%	46.7%
- Car rental	52.9%	49.2%	50.4%	47.2%	41.7%
- Public transport	9.8%	13.9%	12.1%	20.3%	11.1%
Food and drink:					
- Food purchases at supermarkets	52.6%	51.0%	60.8%	64.6%	53.8%
- Restaurants	75.0%	77.2%	76.2%	80.9%	75.7%
Leisure:					
- Organized excursions	11.9%	26.2%	28.0%	19.7%	26.2%
- Sport activities	7.2%	9.4%	10.4%	3.6%	13.5%
- Cultural activities	4.2%	3.8%	1.8%	1.0%	5.4%
- Museums	7.4%	11.6%	8.0%	7.1%	8.1%
- Theme Parks	2.0%	9.4%	8.1%	5.4%	3.9%
- Discos and pubs	14.2%	8.3%	2.6%	2.9%	5.0%
- Wellness	4.0%	10.0%	5.1%	4.5%	5.2%
Purchases of goods:					
- Souvenirs	38.8%	41.7%	38.3%	37.9%	38.1%
- Other expenses	1.0%	0.0%	1.6%	0.0%	1.4%
Other:					
- Medical or pharmaceutical expenses	15.3%	6.7%	1.2%	6.5%	4.9%
- Other expenses	5.6%	2.8%	2.4%	4.1%	7.3%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**991**	**1,074**	**1,119**	**1,062**	**1,428**
- Accommodation	874	898	927	949	1,086
- Additional accommodation expenses	117	176	192	113	342
Transport:	**857**	**816**	**835**	**948**	**888**
- National/International Transport	393	449	514	552	476
- Flights between islands	110	73	47	84	93
- Taxi	102	94	103	102	126
- Car rental	202	172	150	192	131
- Public transport	51	28	21	18	62
Food and drink:	**339**	**380**	**439**	**366**	**559**
- Food purchases at supermarkets	122	129	135	137	215
- Restaurants	217	251	304	229	344
Leisure:	**568**	**584**	**689**	**541**	**468**
- Organized excursions	50	83	75	88	109
- Sport activities	233	210	119	110	93
- Cultural activities	50	44	41	62	48
- Museums	32	44	36	34	52
- Theme Parks	59	48	77	64	55
- Discos and pubs	103	51	281	71	65
- Wellness	42	104	61	111	45
Purchases of goods:	**862**	**138**	**118**	**72**	**328**
- Souvenirs	94	138	83	72	**178**
- Other expenses	768	0	35	0	**150**
Other:	**131**	**234**	**160**	**335**	**814**
- Medical or pharmaceutical expenses	66	78	16	205	**139**
- Other expenses	64	156	145	130	**675**

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 (2022 - 2026)

SWITZERLAND: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	88.9%	91.4%	88.0%	83.8%	89.8%
Visiting family or friends	7.8%	3.6%	9.7%	13.4%	4.6%
Business and work	0.0%	0.4%	0.6%	1.3%	0.0%
Education and training	0.0%	0.0%	0.0%	0.0%	3.0%
Sports training	1.7%	2.8%	1.8%	1.5%	2.5%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	1.6%	1.8%	0.0%	0.0%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	36.6%	37.3%	40.8%	35.7%	43.3%
Enjoy family time	10.3%	10.7%	14.6%	9.0%	10.4%
Have fun	7.4%	10.4%	2.0%	8.3%	7.7%
Explore the destination	32.6%	35.2%	32.4%	40.8%	28.0%
Practice their hobbies	8.5%	5.3%	6.4%	4.2%	6.3%
Other reasons	4.5%	1.2%	3.8%	2.0%	4.2%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	16.6%	8.7%	9.5%	8.9%	7.8%
Canary Islands	20.3%	21.3%	21.5%	22.4%	26.8%
Other destination	63.1%	70.0%	69.0%	68.8%	65.5%
- Balearic Islands	3.9%	1.8%	5.7%	2.5%	5.2%
- Rest of Spain	4.6%	13.3%	8.8%	10.4%	5.5%
- Italy	16.9%	16.8%	18.6%	15.4%	12.6%
- France	9.0%	7.7%	7.4%	3.5%	10.3%
- Turkey	1.2%	2.1%	1.8%	2.4%	0.4%
- Greece	7.2%	2.1%	3.8%	4.0%	4.9%
- Portugal	3.4%	5.0%	3.2%	9.4%	2.8%
- Croatia	2.3%	3.5%	0.8%	1.7%	1.8%
- Egypt	1.2%	1.4%	0.7%	2.7%	2.2%
- Tunisia	0.0%	0.1%	0.0%	1.1%	0.3%
- Morocco	1.0%	1.3%	2.4%	2.2%	1.5%
- Others	12.3%	15.0%	15.8%	13.5%	17.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	39.0%	46.8%	41.4%	47.4%	36.8%
Canary Islands (other island)	27.3%	27.7%	26.6%	24.1%	34.2%
Other destination	33.7%	25.5%	32.0%	28.5%	29.0%
- Balearic Islands	1.3%	0.4%	1.5%	2.9%	4.0%
- Rest of Spain	6.6%	4.3%	2.4%	6.2%	5.9%
- Italy	3.9%	1.4%	2.0%	3.3%	1.6%
- France	0.0%	0.9%	1.9%	0.9%	0.5%
- Turkey	1.2%	1.0%	4.1%	3.1%	1.9%
- Greece	3.0%	1.9%	4.4%	2.8%	2.5%
- Portugal	3.9%	4.2%	2.6%	2.8%	3.5%
- Croatia	0.0%	1.0%	1.4%	0.0%	0.3%
- Egypt	7.6%	4.2%	5.9%	2.4%	3.5%
- Others	6.1%	6.1%	5.9%	4.1%	5.3%

** Percentage of valid answers*

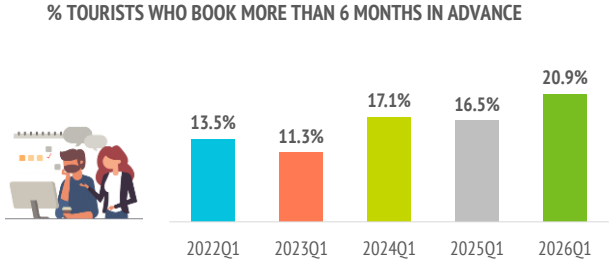
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	79.2%	83.7%	83.9%	86.2%	77.2%
Safety	46.2%	49.8%	57.9%	53.1%	61.4%
Tranquility	48.6%	41.0%	46.1%	46.4%	54.0%
Sea	55.9%	59.5%	56.5%	58.9%	45.0%
Landscapes	48.9%	53.5%	51.4%	52.4%	44.3%
European belonging	40.8%	38.2%	40.1%	32.4%	42.8%
Effortless trip	38.6%	35.5%	33.8%	32.3%	38.2%
Gastronomy	31.9%	33.2%	39.4%	37.7%	36.7%
Beaches	41.7%	48.4%	47.4%	39.3%	36.2%
Authenticity	30.4%	31.2%	35.8%	32.7%	34.5%
Environment	35.7%	28.7%	41.4%	49.8%	32.1%
Accommodation supply	28.1%	28.1%	40.6%	40.3%	32.1%
Price	25.7%	24.5%	27.0%	26.9%	29.9%
Fun possibilities	25.6%	10.8%	16.4%	11.6%	17.6%
Exoticism	11.7%	10.3%	18.4%	11.7%	15.5%
Shopping	11.0%	6.5%	11.8%	8.0%	11.1%
Hiking trail network	16.6%	15.4%	24.7%	21.8%	10.5%
Nightlife	13.3%	5.6%	8.5%	8.3%	7.7%
Historical heritage	15.4%	8.8%	17.8%	15.3%	6.0%
Culture	10.2%	6.1%	15.6%	18.7%	5.3%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	1.3%	0.0%	0.9%	1.4%	0.0%
Between 1 and 30 days	28.2%	25.8%	19.6%	34.1%	27.0%
Between 1 and 2 months	36.9%	29.6%	33.4%	26.1%	18.8%
Between 3 and 6 months	20.0%	33.3%	28.9%	21.9%	33.4%
More than 6 months	13.5%	11.3%	17.1%	16.5%	20.9%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	46.4%	49.1%	40.0%	43.9%	34.3%
Friends or relatives	30.7%	29.9%	25.6%	31.8%	32.8%
Internet or social media	64.7%	49.2%	50.7%	42.9%	45.4%
Mass Media	1.0%	0.7%	0.6%	0.6%	0.9%
Travel guides and magazines	10.5%	11.1%	9.7%	7.4%	4.9%
Travel Blogs or Forums	7.1%	6.3%	6.5%	4.6%	1.3%
Travel TV Channels	0.5%	2.2%	2.1%	0.1%	0.9%
Tour Operator or Travel Agency	6.6%	15.3%	14.8%	14.4%	20.6%
Public administrations or similar	0.7%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	4.2%	2.3%	2.3%	5.1%

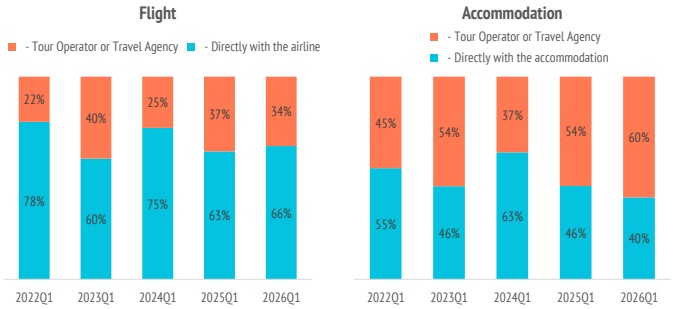
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

SWITZERLAND: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	77.7%	59.6%	74.7%	63.1%	65.7%
- Tour Operator or Travel Agency	22.3%	40.4%	25.3%	36.9%	34.3%
Accommodation					
- Directly with the accommodation	54.8%	46.0%	62.6%	46.1%	40.4%
- Tour Operator or Travel Agency	45.2%	54.0%	37.4%	53.9%	59.6%



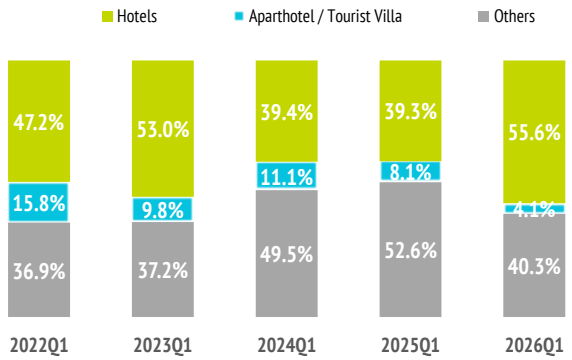
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Switzerland	76.1%	84.9%	69.8%	73.7%	65.9%
Italy	7.5%	2.0%	7.0%	1.3%	13.3%
Spanish Mainland	6.2%	5.9%	8.4%	9.0%	12.5%
Portugal	3.1%	1.3%	4.3%	1.6%	3.0%
Germany	2.5%	2.0%	4.6%	14.4%	2.8%
France	3.4%	1.7%	0.0%	0.0%	2.0%
Austria	0.0%	1.2%	0.0%	0.0%	0.5%
Belgium	0.0%	0.5%	0.0%	0.0%	0.0%
Netherlands	0.5%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.6%	4.1%	0.0%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	5.6%	11.2%	6.2%	9.0%	11.8%
4* Hotel	32.7%	32.1%	25.9%	26.1%	29.7%
5* Hotel / 5* Luxury Hotel	9.0%	9.8%	7.3%	4.2%	14.1%
Aparthotel / Tourist Villa	15.8%	9.8%	11.1%	8.1%	4.1%
House/room rented in a private dwelling	12.4%	16.0%	29.9%	34.7%	21.1%
Private accommodation (1)	12.0%	8.5%	9.8%	8.5%	13.3%
Others (Cottage, cruise, camping,..)	12.5%	12.6%	9.9%	9.4%	5.9%

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

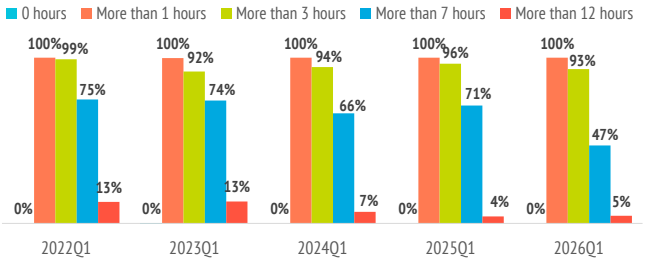


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	34.7%	36.3%	42.6%	52.8%	31.8%
Bed and Breakfast	25.4%	27.2%	22.5%	14.4%	17.0%
Half board	21.0%	14.2%	18.6%	17.8%	29.3%
Full board	2.3%	6.4%	5.0%	0.6%	2.9%
All inclusive	16.5%	15.9%	11.2%	14.4%	18.9%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.0%	0.2%	0.0%	0.0%	0.0%
1 - 2 hours	1.0%	8.1%	5.7%	3.7%	6.9%
3 - 6 hours	24.3%	17.6%	27.9%	25.2%	46.1%
7 - 12 hours	61.8%	60.9%	59.4%	66.9%	42.4%
More than 12 hours	12.9%	13.2%	7.0%	4.2%	4.6%
Outdoor time per day	8.7	8.4	8.2	8.0	7.3



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	63.3%	69.8%	57.8%	56.9%	67.5%
Beach	73.7%	77.7%	71.6%	65.4%	63.3%
Explore the island on their own	57.3%	59.2%	64.6%	59.3%	44.9%
Swimming pool, hotel facilities	40.6%	38.8%	41.4%	33.4%	41.5%
Taste Canarian gastronomy	28.1%	42.2%	26.8%	27.5%	28.5%
Hiking	22.8%	26.4%	18.9%	25.0%	25.8%
Organized excursions	9.3%	17.9%	13.2%	7.6%	16.9%
Nightlife / concerts / shows	12.3%	14.4%	12.6%	8.0%	13.6%
Wineries / markets / popular festivals	11.0%	11.5%	16.6%	9.6%	12.5%
Other Nature Activities	15.9%	10.6%	12.9%	13.0%	10.8%
Museums / exhibitions	8.3%	15.7%	15.4%	13.0%	10.6%
Golf	4.1%	0.8%	2.6%	5.0%	9.7%
Running	8.9%	8.1%	1.8%	4.4%	7.9%
Practice other sports	3.5%	7.7%	7.3%	2.5%	7.5%
Surf	2.6%	4.8%	5.9%	0.6%	7.3%
Sea excursions / whale watching	2.9%	14.5%	12.3%	8.7%	6.7%
Theme parks	7.4%	10.8%	11.8%	5.8%	5.0%
Astronomical observation	2.6%	2.9%	4.6%	3.9%	4.0%
Beauty and health treatments	10.8%	10.1%	13.6%	7.8%	3.4%
Swim	21.4%	2.5%	2.4%	3.0%	2.4%
Cycling / Mountain bike	5.3%	2.1%	5.9%	8.8%	1.7%
Windsurf / Kitesurf	2.3%	1.8%	1.8%	0.8%	1.5%
Scuba Diving	1.8%	1.5%	5.7%	1.3%	--

** Multi-choise question*

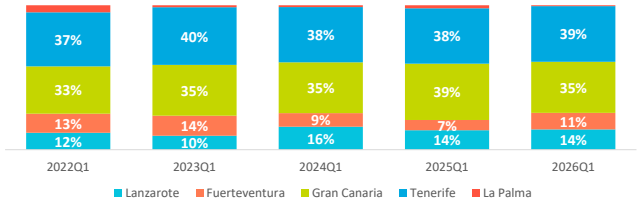
Tourist profile. Historical data (2022 - 2026)

SWITZERLAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	2,882	3,762	7,088	5,977	6,435
Fuerteventura	3,252	5,372	4,170	3,143	5,276
Gran Canaria	8,036	13,651	15,652	17,225	16,228
Tenerife	9,190	15,477	17,008	16,981	17,692
La Palma	1,192	532	563	935	299

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	11.7%	9.7%	15.9%	13.5%	14.0%
Fuerteventura	13.2%	13.8%	9.4%	7.1%	11.5%
Gran Canaria	32.7%	35.2%	35.2%	38.9%	35.3%
Tenerife	37.4%	39.9%	38.2%	38.4%	38.5%
La Palma	4.9%	1.4%	1.3%	2.1%	0.7%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	87.0%	88.9%	85.9%	91.8%	91.1%
Two islands	11.1%	10.6%	13.3%	2.7%	6.2%
Three or more islands	2.0%	0.5%	0.8%	5.5%	2.8%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	68.0%	73.4%	66.2%	69.4%	62.3%
At least 10 previous visits	19.7%	24.2%	12.8%	22.8%	14.7%
Repeat tourists (last 5 years)	65.9%	64.8%	59.2%	66.1%	51.5%
Repeat tourists (last 5 years)(5 or more visits)	13.6%	16.8%	16.1%	8.9%	10.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.67	8.74	8.76	8.72	8.60

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	3.8%	5.3%	5.1%	2.4%	6.1%
Lived up to expectations	59.5%	57.1%	51.9%	56.3%	57.2%
Better or much better than expected	36.8%	37.6%	43.0%	41.3%	36.6%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.72	8.64	8.85	8.60	8.67
Recommend visiting the Canary Islands	9.00	8.96	9.07	8.72	8.92

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	54.5%	55.1%	55.2%	47.3%	56.6%
Women	45.5%	44.9%	44.8%	52.7%	43.4%
Age					
Average age	46.6	47.2	47.6	49.2	51.4
Standard deviation	16.7	16.5	17.4	16.5	18.4
Age range					
16 - 24 years old	13.7%	4.9%	7.7%	5.0%	7.9%
25 - 30 years old	11.0%	18.7%	15.2%	9.8%	4.0%
31 - 45 years old	22.8%	23.4%	26.4%	28.8%	31.2%
46 - 60 years old	26.9%	30.8%	24.4%	27.4%	16.9%
Over 60 years old	25.6%	22.2%	26.2%	29.0%	40.0%
Occupation					
Salaried worker	57.5%	45.1%	61.3%	41.6%	42.5%
Self-employed	10.3%	14.7%	7.1%	12.6%	12.3%
Unemployed	0.0%	0.0%	0.0%	0.0%	0.3%
Business owner	11.0%	15.1%	5.9%	22.2%	10.2%
Student	4.6%	4.3%	7.5%	2.4%	2.7%
Retired	15.2%	16.1%	18.3%	20.5%	25.1%
Unpaid domestic work	1.5%	1.1%	0.0%	0.7%	0.0%
Others	0.0%	3.7%	0.0%	0.0%	6.9%
Annual household income level					
Less than €25,000	1.1%	3.1%	7.7%	2.2%	4.6%
€25,000 - €49,999	11.8%	16.6%	19.0%	17.2%	12.4%
€50,000 - €74,999	20.0%	18.9%	28.3%	17.0%	19.0%
More than €74,999	67.1%	61.5%	44.9%	63.7%	64.0%
Education level					
No studies	0.0%	0.4%	0.9%	0.0%	1.6%
Primary education	5.2%	2.6%	3.8%	5.0%	6.4%
Secondary education	10.4%	23.5%	21.8%	23.3%	16.8%
Higher education	84.4%	73.5%	73.4%	71.7%	75.2%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	16.9%	20.1%	11.8%	12.5%	18.2%
Only with partner	56.9%	48.5%	49.7%	44.0%	53.7%
Only with children (< 13 years old)	3.6%	4.3%	7.1%	11.6%	6.4%
Partner + children (< 13 years old)	1.1%	3.3%	3.3%	3.4%	2.0%
Other relatives	2.0%	7.1%	6.0%	5.6%	4.5%
Friends	7.7%	10.6%	8.5%	10.2%	7.3%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.6%	1.3%	0.0%
Other combinations (2)	11.7%	6.1%	13.1%	11.3%	7.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**5.9%**	**11.3%**	**13.1%**	**17.5%**	**12.3%**
- Between 0 and 2 years old	0.6%	2.6%	0.0%	1.1%	1.6%
- Between 3 and 12 years old	5.4%	8.6%	12.7%	16.2%	9.5%
- Between 0 -2 and 3-12 years old	0.0%	0.1%	0.5%	0.2%	1.2%
Tourists without children	**94.1%**	**88.7%**	**86.9%**	**82.5%**	**87.7%**
Group composition:					
- 1 person	19.2%	20.7%	13.2%	14.6%	19.6%
- 2 people	63.8%	56.4%	55.5%	59.3%	61.6%
- 3 people	6.3%	10.0%	8.1%	7.9%	7.5%
- 4 or 5 people	10.0%	12.6%	17.9%	16.9%	7.7%
- 6 or more people	0.7%	0.4%	5.3%	1.3%	3.7%
Average group size:	**2.11**	**2.17**	**2.63**	**2.32**	**2.24**

**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.