

Profile of tourist visiting Fuerteventura 2016



How many are they and how much do they spend?

	Fuerteventura	Canary Islands
Tourist arrivals (> 16 years old)	1,914,107	13,114,359
Average daily expenditure (€)	129.53	135.94
. in their place of residence	101.96	98.03
. in the Canary Islands	27.57	37.90
Average length of stay	9.62	9.36
Turnover per tourist (€)	1,152	1,141
Total turnover (> 16 years old) (€m)	2,204	14,957
Share of total turnover	14.7%	100%
Share of total tourist	14.6%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	28.70	47.11
- Accommodation	23.48	40.52
- Additional accommodation expenses	5.22	6.60
Transport:	23.65	26.01
- Public transport	3.84	5.14
- Taxi	5.39	6.94
- Car rental	14.42	13.93
Food and drink:	97.47	148.33
- Food purchases at supermarkets	35.15	63.46
- Restaurants	62.32	84.87
Souvenirs:	48.73	53.88
Leisure:	37.15	34.52
- Organized excursions	12.72	14.95
- Leisure, amusement	3.19	4.55
- Trip to other islands	3.18	1.85
- Sporting activities	11.17	5.11
- Cultural activities	2.77	2.04
- Discos and disco-pubs	4.12	6.01
Others:	13.59	13.91
- Wellness	4.24	3.23
- Medical expenses	1.90	1.69
- Other expenses	7.44	8.99

How far in advance do they book their trip?

	Fuerteventura	Canary Islands
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.6%	6.3%
Between 8 and 15 days	7.8%	7.9%
Between 16 and 30 days	15.9%	14.7%
Between 31 and 90 days	33.7%	34.3%
More than 90 days	36.6%	36.2%

What do they book at their place of residence?

	Fuerteventura	Canary Islands
Flight only	3.8%	8.8%
Flight and accommodation (room only)	15.3%	25.7%
Flight and accommodation (B&B)	4.1%	8.0%
Flight and accommodation (half board)	19.3%	20.4%
Flight and accommodation (full board)	4.7%	4.3%
Flight and accommodation (all inclusive)	52.7%	32.8%
% Tourists using low-cost airlines	47.9%	48.7%
Other expenses in their place of residence:		
- Car rental	11.5%	11.8%
- Sporting activities	10.8%	5.3%
- Excursions	5.6%	5.7%
- Trip to other islands	1.3%	1.6%

How do they book?

	Fuerteventura	Canary Islands
Accommodation booking		
Tour Operator	43.6%	42.3%
- Tour Operator's website	74.1%	78.8%
Accommodation	10.8%	14.7%
- Accommodation's website	86.3%	83.5%
Travel agency (High street)	26.4%	20.5%
Online Travel Agency (OTA)	16.9%	16.5%
No need to book accommodation	2.3%	6.0%

	Fuerteventura	Canary Islands
Flight booking		
Tour Operator	46.0%	44.6%
- Tour Operator's website	70.0%	76.3%
Airline	17.1%	24.8%
- Airline's website	95.7%	96.2%
Travel agency (High street)	24.3%	19.1%
Online Travel Agency (OTA)	12.6%	11.5%

Where do they stay?

	Fuerteventura	Canary Islands
5* Hotel	3.5%	7.1%
4* Hotel	54.3%	39.6%
1-2-3* Hotel	18.7%	14.6%
Apartment	20.8%	31.5%
Property (privately-owned, friends, family)	1.8%	4.6%
Others	0.9%	2.6%

Who are they?

	Fuerteventura	Canary Islands
Gender		
Percentage of men	48.3%	48.5%
Percentage of women	51.7%	51.5%
Age		
Average age (tourists > 16 years old)	45.3	46.3
Standard deviation	14.7	15.3
Age range (> 16 years old)		
16-24 years old	7.4%	8.2%
25-30 years old	12.0%	11.1%
31-45 years old	32.6%	29.1%
46-60 years old	30.8%	30.9%
Over 60 years old	17.3%	20.7%
Occupation		
Business owner or self-employed	19.5%	23.1%
Upper/Middle management employee	43.6%	36.1%
Auxiliary level employee	13.8%	15.5%
Students	5.7%	5.1%
Retired	15.6%	18.0%
Unemployed / unpaid dom. work	1.9%	2.2%
Annual household income level		
€12,000 - €24,000	16.3%	17.8%
€24,001 - €36,000	18.9%	19.4%
€36,001 - €48,000	18.4%	16.9%
€48,001 - €60,000	14.9%	14.6%
€60,001 - €72,000	9.9%	9.5%
€72,001 - €84,000	5.2%	6.0%
More than €84,000	16.4%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Profile of tourist visiting Fuerteventura 2016



Tourist per year

Tourist (> 16 years old):	Fuerteventura	Canary Islands
2012	1,440,072	10,051,044
2013	1,514,524	10,425,147
2014	1,595,143	10,932,170
2015	1,668,484	11,314,639
2016	1,914,107	13,114,359

Year on year growth (%)	Fuerteventura	Canary Islands
2012	--	--
2013	5.2%	3.7%
2014	5.3%	4.9%
2015	4.6%	3.5%
2016	14.7%	15.9%

Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	8.1%	9.1%
Only with partner	50.1%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	13.7%	11.8%
Other relatives	6.1%	6.0%
Friends	5.3%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	15.2%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Fuerteventura	Canary Islands
Good or very good (% tourists)	93.3%	94.1%
Average rating (scale 1-10)	8.80	8.90

How many are loyal to the destination?

Repeat tourists of the island	Fuerteventura	Canary Islands
Repeat tourists	48.5%	77.3%
In love (at least 10 previous visits)	5.9%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Germany	41.0%	784,700
United Kingdom	24.4%	466,838
France	6.0%	114,823
Spanish Mainland	5.8%	111,928
Italy	5.4%	104,311
Netherlands	2.9%	54,698
Switzerland	2.2%	42,060
Poland	1.7%	31,782
Austria	1.6%	31,452
Ireland	1.6%	30,397



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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

Why do they choose the Canary Islands?



Aspects influencing the choice	Fuerteventura	Canary Islands
Climate/sun	92.6%	89.8%
Beaches	58.3%	34.5%
Tranquillity/rest/relaxation	44.5%	36.6%
Scenery	13.5%	21.9%
Security	12.6%	11.1%
Visiting new places	12.5%	14.6%
Price	12.5%	12.7%
Ease of travel	7.3%	8.9%
Suitable destination for children	7.2%	7.5%
Nautical activities	5.3%	2.2%
Quality of the environment	4.4%	6.5%
Active tourism	3.6%	5.1%
Culture	1.3%	2.6%
Nightlife/fun	1.3%	3.8%
Shopping	1.1%	2.6%
Golf	0.8%	0.9%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	64.1%	64.1%
Recommendation by friends or relatives	32.1%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	10.3%	8.0%
Recommendation by Travel Agency	14.4%	9.7%
Information obtained via the Internet	30.1%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	3.9%	6.1%

* Multi-choice question

