How many are they and how much do they spend?

	, i	
	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 lenght 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 touris	st 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%
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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%

(*) 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.

How do they book?

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Accommodation booking	Fuerteventura	Canary Islands
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%

Flight booking	Fuerteventura	Canary Islands
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?

Gender Fuerteventura **Canary Islands** 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 8 2% 7.4% 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 18.0% 15.6% Unemployed / unpaid dom. work 1.9% 2.2% Annual household income level €12,000 - €24,000 17.8% 16.3% €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%



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

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-choise question (different situations have be	een isolated)	

How do they rate the destination?

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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

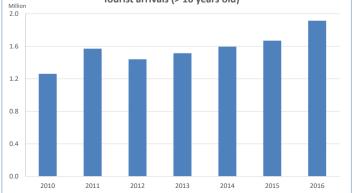
How many are loyal to the destination?

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.

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Fuerteventura	Canary Islands
5.2%	3.7%
5.3%	4.9%

4.6%

14.7%

Why do they choose the Canary Islands?

Year on year growth (%)

2012 2013 2014

2015

2016

	•
Fuerteventura	Canary Islands
92.6%	89.8%
58.3%	34.5%
44.5%	36.6%
13.5%	21.9%
12.6%	11.1%
12.5%	14.6%
12.5%	12.7%
7.3%	8.9%
7.2%	7.5%
5.3%	2.2%
4.4%	6.5%
3.6%	5.1%
1.3%	2.6%
1.3%	3.8%
1.1%	2.6%
0.8%	0.9%
	92.6% 58.3% 44.5% 13.5% 12.6% 12.5% 12.5% 7.3% 7.2% 5.3% 4.4% 3.6% 1.3% 1.3% 1.3%

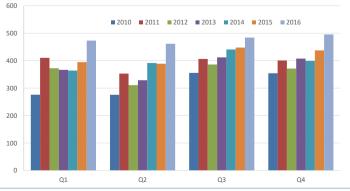
* Multi-choise question

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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%

Seasonal profile of tourist (> 16 years old)





3.5%

15.9%