

# Profile of tourist visiting Fuerteventura 2017

## How many are they and how much do they spend?



	Fuerteventura	Canary Islands
Tourist arrivals (FRONTUR)	2,218,648	15,975,507
Tourist arrivals (> 16 years old)	1,938,908	13,852,616
Average daily expenditure (€)	135.64	140.18
. in their place of residence	106.67	101.15
. in the Canary Islands	28.96	39.03
Average length of stay	9.23	9.17
Turnover per tourist (€)	1,168	1,155
Total turnover (€m)	2,591	18,450
Share of total tourist	13.9%	100%
Share of total turnover	14.0%	100%
<u>% tourists who pay in the Canary Islands:</u>		
<b>Accommodation:</b>		
- Accommodation	9.2%	13.5%
- Additional accommodation expenses	4.3%	6.3%
<b>Transport:</b>		
- Public transport	11.4%	14.5%
- Taxi	16.0%	21.2%
- Car rental	19.0%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	44.4%	55.0%
- Restaurants	51.5%	57.3%
<b>Souvenirs:</b>		
	57.2%	53.3%
<b>Leisure:</b>		
- Organized excursions	17.6%	17.7%
- Leisure, amusement	7.1%	8.4%
- Trip to other islands	4.0%	2.3%
- Sporting activities	11.3%	6.1%
- Cultural activities	4.6%	4.4%
- Discos and disco-pubs	6.7%	6.1%
<b>Others:</b>		
- Wellness	7.8%	4.9%
- Medical expenses	4.8%	4.0%
- Other expenses	13.8%	9.6%



+2%  
TOURISTS  
2,218,648



+1%  
TRAVEL EXPENSES  
€1,168



+3%  
TURNOVER  
€2,591 MILL

## What do they book at their place of residence?



	Fuerteventura	Canary Islands
Flight only	3.3%	9.3%
Flight and accommodation (room only)	15.7%	26.9%
Flight and accommodation (B&B)	3.7%	8.3%
Flight and accommodation (half board)	18.0%	19.3%
Flight and accommodation (full board)	5.6%	4.4%
Flight and accommodation (all inclusive)	53.7%	31.9%
<u>% Tourists using low-cost airlines</u>	46.8%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	13.0%	12.6%
- Sporting activities	9.2%	5.1%
- Excursions	5.3%	6.2%
- Trip to other islands	1.2%	1.5%

## How do they book?



	Fuerteventura	Canary Islands
<u>Accommodation booking</u>		
<b>Tour Operator</b>	47.5%	42.4%
- Tour Operator's website	78.0%	80.6%
<b>Accommodation</b>	9.9%	14.6%
- Accommodation's website	87.2%	84.0%
<b>Travel agency (High street)</b>	25.0%	19.3%
<b>Online Travel Agency (OTA)</b>	15.5%	17.3%
<b>No need to book accommodation</b>	2.2%	6.4%

	Fuerteventura	Canary Islands
<u>Flight booking</u>		
<b>Tour Operator</b>	48.8%	44.8%
- Tour Operator's website	75.5%	78.6%
<b>Airline</b>	16.2%	25.8%
- Airline's website	96.6%	97.3%
<b>Travel agency (High street)</b>	23.1%	18.0%
<b>Online Travel Agency (OTA)</b>	11.9%	11.4%

## How far in advance do they book their trip?



	Fuerteventura	Canary Islands
The same day they leave	0.2%	0.5%
Between 2 and 7 days	5.1%	5.9%
Between 8 and 15 days	7.6%	7.4%
Between 16 and 30 days	14.0%	13.4%
Between 31 and 90 days	34.3%	34.6%
More than 90 days	38.7%	38.3%

## Who are they?



	Fuerteventura	Canary Islands
<u>Gender</u>		
Men	46.2%	48.1%
Women	53.8%	51.9%

	Fuerteventura	Canary Islands
<u>Age</u>		
Average age (tourists > 16 years old)	47.7	46.9
Standard deviation	15.1	15.5

	Fuerteventura	Canary Islands
<u>Age range (&gt; 16 years old)</u>		
16-24 years old	6.4%	8.4%
25-30 years old	9.7%	10.2%
31-45 years old	28.0%	27.9%
46-60 years old	33.7%	31.7%
Over 60 years old	22.2%	21.8%

	Fuerteventura	Canary Islands
<u>Occupation</u>		
Business owner or self-employed	20.7%	23.8%
Upper/Middle management employee	40.4%	35.2%
Auxiliary level employee	14.8%	15.3%
Students	3.8%	5.0%
Retired	18.8%	18.6%
Unemployed / unpaid dom. work	1.6%	2.1%

	Fuerteventura	Canary Islands
<u>Annual household income level</u>		
€12,000 - €24,000	16.3%	17.9%
€24,001 - €36,000	19.6%	19.3%
€36,001 - €48,000	15.9%	16.1%
€48,001 - €60,000	15.9%	15.1%
€60,001 - €72,000	9.9%	9.3%
€72,001 - €84,000	6.5%	6.3%
More than €84,000	15.9%	16.0%

# Profile of tourist visiting Fuerteventura 2017

## Tourist per year



Tourists (> 16 years old)	Fuerteventura	Canary Islands
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
2017	1,938,908	13,852,616

Year on year growth (%)	Fuerteventura	Canary Islands
2013	--	--
2014	5.3%	4.9%
2015	4.6%	3.5%
2016	14.7%	15.9%
2017	1.3%	5.6%

## Where do they stay?



	Fuerteventura	Canary Islands
5* Hotel	3.2%	6.8%
4* Hotel	54.3%	38.4%
1-2-3* Hotel	18.8%	14.4%
Apartment	21.2%	32.4%
Property (privately-owned, friends, family)	1.5%	4.8%
Others	1.1%	3.2%

## Why do they choose the Canary Islands?



Aspects influencing the choice	Fuerteventura	Canary Islands
Climate/sun	93.5%	89.8%
Beaches	60.5%	35.1%
Tranquillity/rest/relaxation	45.3%	37.2%
Scenery	13.9%	22.9%
Visiting new places	12.7%	14.7%
Price	11.5%	12.2%
Security	11.0%	9.7%
Ease of travel	7.2%	8.9%
Suitable destination for children	7.1%	7.6%
Quality of the environment	4.5%	6.5%
Nautical activities	4.3%	2.0%
Active tourism	2.6%	5.4%
Culture	1.3%	2.7%
Nightlife/fun	1.1%	3.8%
Shopping	1.1%	2.5%
Golf	0.9%	1.0%

\* Multi-choice question

## Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	6.2%	8.7%
Only with partner	50.3%	46.8%
Only with children (under the age of 13)	1.8%	1.7%
Partner + children (under the age of 13)	13.5%	11.9%
Other relatives	4.9%	6.0%
Friends	5.6%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	17.5%	18.5%

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

## How do they rate the Canary Islands?



Opinion on their stay	Fuerteventura	Canary Islands
Good or very good (% tourists)	93.7%	94.0%
Average rating (scale 1-10)	8.83	8.92

## How many are loyal to the Canary Islands?



Repeat tourists (previous visits)	Fuerteventura	Canary Islands
At least 1 visit to the island	49.1%	77.3%
At least 10 visits to the island	5.6%	16.9%
At least 1 visit to the Canary Islands	77.6%	77.3%
At least 10 visits to the Canary Islands	15.1%	16.9%

## Where are they from?



Tourists (> 16 years old)	%	Abolsute
Germany	40.7%	789,085
United Kingdom	25.3%	490,641
Spanish Mainland	5.3%	102,480
France	5.2%	100,419
Italy	5.1%	99,660
Netherlands	3.7%	72,203
Poland	3.2%	61,181
Switzerland	2.5%	48,868
Sweden	2.1%	40,732
Others	6.9%	133,640

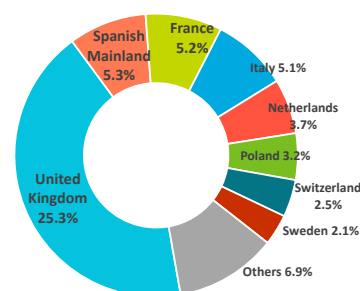
## What did motivate them to come?



Prescription sources	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	66.9%	64.9%
Recommendation by friends/relatives	31.6%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	1.2%	1.0%
Information in press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	9.3%	7.2%
Recommendation by Travel Agency	13.7%	9.3%
Information obtained via the Internet	28.8%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	3.9%	5.9%

\* Multi-choice question

## Share of tourists > 16 years old by source markets



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.