

# Tourist profile by quarter of trip (2016)

## Fuerteventura



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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	473,171	461,607	484,107	495,222	1,914,107
Average daily expenditure (€)	129.92	120.66	133.89	133.16	129.53
- in their place of residence	99.90	94.53	106.82	106.09	101.96
- in the Canary Islands	30.02	26.13	27.07	27.07	27.57
Average length of stay	10.33	9.05	9.91	9.17	9.62
Turnover per tourist (€)	1,191	1,021	1,244	1,145	1,152
Total turnover (> 16 years old) (€m)	563.3	471.4	602.3	567.1	2,204.2
Turnover: share by quarter	25.6%	21.4%	27.3%	25.7%	100%
Tourist arrivals: share by quarter	24.7%	24.1%	25.3%	25.9%	100%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	38.49	20.38	23.70	32.00	28.70
- Accommodation	34.43	15.48	17.30	26.51	23.48
- Additional accommodation expenses	4.06	4.90	6.40	5.48	5.22
<b>Transport:</b>	27.35	20.29	24.25	22.65	23.65
- Public transport	5.97	2.66	3.83	2.91	3.84
- Taxi	6.46	4.61	4.60	5.85	5.39
- Car rental	14.93	13.01	15.82	13.88	14.42
<b>Food and drink:</b>	118.50	83.97	97.56	89.89	97.47
- Food purchases at supermarkets	42.77	32.18	33.60	32.16	35.15
- Restaurants	75.74	51.79	63.96	57.73	62.32
<b>Souvenirs:</b>	44.44	52.79	48.11	49.66	48.73
<b>Leisure:</b>	38.60	32.50	49.78	27.76	37.15
- Organized excursions	10.17	11.12	19.70	9.81	12.72
- Leisure, amusement	2.92	2.71	4.68	2.44	3.19
- Trip to other islands	4.65	2.63	3.70	1.79	3.18
- Sporting activities	13.46	9.80	13.32	8.15	11.17
- Cultural activities	3.58	2.17	3.40	1.96	2.77
- Discos and disco-pubs	3.81	4.07	4.99	3.61	4.12
<b>Others:</b>	18.02	11.00	10.93	14.36	13.59
- Wellness	3.91	3.42	4.16	5.40	4.24
- Medical expenses	2.19	2.17	1.82	1.45	1.90
- Other expenses	11.92	5.41	4.94	7.50	7.44

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	45.2%	44.3%	41.5%	43.7%	43.6%
- Tour Operator's website	75.7%	72.2%	72.5%	75.6%	74.1%
<b>Accommodation</b>	12.3%	9.7%	9.2%	11.9%	10.8%
- Accommodation's website	84.1%	85.8%	88.4%	87.3%	86.3%
<b>Travel agency (High street)</b>	22.0%	25.0%	32.5%	25.7%	26.4%
<b>Online Travel Agency (OTA)</b>	18.0%	18.5%	14.3%	17.0%	16.9%
<b>No need to book accommodation</b>	2.4%	2.5%	2.4%	1.7%	2.3%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	47.8%	46.8%	44.1%	45.3%	46.0%
- Tour Operator's website	72.1%	70.6%	69.0%	68.5%	70.0%
<b>Airline</b>	17.9%	15.4%	16.0%	19.1%	17.1%
- Airline's website	96.7%	94.3%	94.3%	96.9%	95.7%
<b>Travel agency (High street)</b>	19.9%	23.8%	29.9%	23.6%	24.3%
<b>Online Travel Agency (OTA)</b>	14.4%	13.9%	10.1%	12.0%	12.6%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
<b>5* Hotel</b>	4.2%	3.5%	3.4%	3.0%	3.5%
<b>4* Hotel</b>	49.9%	56.4%	56.6%	54.4%	54.3%
<b>1-2-3* Hotel</b>	19.5%	19.4%	17.5%	18.4%	18.7%
<b>Apartment</b>	23.5%	17.7%	19.5%	22.4%	20.8%
<b>Property (privately-owned, friends, family)</b>	2.2%	1.9%	2.1%	1.1%	1.8%
<b>Others</b>	0.7%	1.2%	0.8%	0.7%	0.9%

### Who are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	52.1%	44.7%	47.6%	48.8%	48.3%
Percentage of women	47.9%	55.3%	52.4%	51.2%	51.7%
<b>Age</b>					
Average age (tourists > 16 years old)	47.1	44.7	41.7	47.8	45.3
Standard deviation	14.6	14.7	14.0	14.8	14.7

Age range (> 16 years old)					
16-24 years old	5.3%	7.0%	12.2%	5.1%	7.4%
25-30 years old	10.0%	14.2%	13.9%	9.8%	12.0%
31-45 years old	33.4%	31.3%	34.3%	31.3%	32.6%
46-60 years old	30.8%	31.2%	28.9%	32.1%	30.8%
Over 60 years old	20.5%	16.3%	10.7%	21.7%	17.3%

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.3%	0.3%	0.3%	0.2%	0.3%
Between 2 and 7 days	5.7%	6.9%	4.6%	5.4%	5.6%
Between 8 and 15 days	10.1%	7.6%	6.4%	7.4%	7.8%
Between 16 and 30 days	18.3%	14.5%	13.3%	17.6%	15.9%
Between 31 and 90 days	36.4%	36.2%	29.1%	33.2%	33.7%
More than 90 days	29.2%	34.5%	46.4%	36.3%	36.6%

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



	Q1	Q2	Q3	Q4	Total
Flight only	3.7%	4.1%	4.0%	3.5%	3.8%
Flight and accommodation (room only)	17.8%	13.3%	12.8%	17.2%	15.3%
Flight and accommodation (B&B)	7.0%	2.5%	2.9%	4.2%	4.1%
Flight and accommodation (half board)	20.0%	20.8%	20.2%	16.4%	19.3%
Flight and accommodation (full board)	3.7%	4.9%	5.1%	5.1%	4.7%
Flight and accommodation (all inclusive)	47.8%	54.3%	55.0%	53.7%	52.7%
<b>% Tourists using low-cost airlines</b>	47.4%	50.6%	46.2%	47.4%	47.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	11.5%	11.7%	11.4%	11.5%	11.5%
- Sporting activities	11.1%	10.7%	10.8%	10.5%	10.8%
- Excursions	5.8%	5.7%	7.0%	3.7%	5.6%
- Trip to other islands	1.2%	1.6%	1.5%	0.9%	1.3%

Occupation					
Business owner or self-employed	20.7%	18.1%	17.5%	21.5%	19.5%
Upper/Middle management employee	40.3%	44.9%	48.4%	40.7%	43.6%
Auxiliary level employee	12.3%	14.0%	15.1%	13.7%	13.8%
Students	5.9%	4.7%	8.4%	3.7%	5.7%
Retired	19.2%	15.8%	8.8%	18.7%	15.6%
Unemployed / unpaid dom. work	1.5%	2.5%	1.8%	1.7%	1.9%

Annual household income level					
€12,000 - €24,000	15.0%	16.6%	19.6%	14.4%	16.3%
€24,001 - €36,000	19.5%	19.9%	18.8%	17.4%	18.9%
€36,001 - €48,000	20.7%	16.5%	18.0%	18.2%	18.4%
€48,001 - €60,000	15.2%	15.7%	14.8%	13.9%	14.9%
€60,001 - €72,000	8.9%	12.1%	9.0%	9.8%	9.9%
€72,001 - €84,000	5.1%	4.1%	4.8%	6.6%	5.2%
More than €84,000	15.6%	15.0%	15.1%	19.7%	16.4%

(\*) 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.

# Tourist profile by quarter of trip (2016)

## Fuerteventura



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	560,886	562,021	604,857	600,909	2,328,674
- Fuerteventura	473,171	461,607	484,107	495,222	1,914,107
- Gran Canaria	991,937	750,985	847,744	1,064,140	3,654,806
- Tenerife	1,261,312	1,159,088	1,184,832	1,280,669	4,885,901
- La Palma	61,898	46,894	46,789	65,961	221,541

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.7%	18.9%	19.1%	17.1%	17.9%
- Fuerteventura	14.1%	15.5%	15.3%	14.1%	14.7%
- Gran Canaria	29.6%	25.2%	26.8%	30.3%	28.1%
- Tenerife	37.7%	38.9%	37.4%	36.5%	37.6%
- La Palma	1.8%	1.6%	1.5%	1.9%	1.7%

### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.4%	8.6%	5.4%	7.2%	8.1%
Only with partner	53.0%	55.3%	45.2%	47.4%	50.1%
Only with children (under the age of 13)	0.7%	0.7%	2.4%	1.5%	1.3%
Partner + children (under the age of 13)	10.7%	11.7%	17.0%	15.1%	13.7%
Other relatives	4.8%	6.1%	5.6%	8.0%	6.1%
Friends	6.6%	6.8%	3.6%	4.2%	5.3%
Work colleagues	0.2%	0.1%	0.1%	0.1%	0.1%
Other combinations <sup>(1)</sup>	12.6%	10.7%	20.7%	16.6%	15.2%

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

### How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.5%	94.6%	93.2%	92.2%	93.3%
Average rating (scale 1-10)	8.81	8.86	8.80	8.74	8.80

### How many are loyal to the destination?

Repeat tourists of the island	Q1	Q2	Q3	Q4	Total
Repeat tourists	53.2%	48.5%	38.9%	53.2%	48.5%
In love (at least 10 previous visits)	7.3%	5.1%	3.5%	7.8%	5.9%

### Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
Germany	195,204	197,463	185,632	206,401	784,700
United Kingdom	111,806	114,393	110,909	129,731	466,838
France	24,628	32,731	38,923	18,541	114,823
Spanish Mainland	19,760	26,007	44,079	22,080	111,928
Italy	18,011	26,216	36,107	23,977	104,311
Netherlands	14,439	14,110	12,926	13,224	54,698
Switzerland	8,408	10,411	10,572	12,668	42,060
Poland	7,626	5,395	10,516	8,245	31,782
Austria	10,858	9,033	6,229	5,332	31,452
Ireland	7,993	7,394	6,865	8,145	30,397

### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.3%	92.0%	88.8%	94.3%	92.6%
Beaches	49.5%	59.8%	66.5%	57.4%	58.3%
Tranquility/rest/relaxation	45.0%	41.7%	45.0%	46.1%	44.5%
Scenery	15.1%	13.5%	14.8%	10.7%	13.5%
Security	12.6%	12.9%	13.1%	11.9%	12.6%
Visiting new places	10.0%	13.1%	15.3%	11.6%	12.5%
Price	15.5%	13.8%	8.6%	12.3%	12.5%
Ease of travel	8.4%	7.9%	5.0%	8.0%	7.3%
Suitable destination for children	5.7%	6.4%	8.7%	7.9%	7.2%
Nautical activities	5.3%	5.8%	5.6%	4.6%	5.3%
Quality of the environment	5.8%	4.6%	3.8%	3.5%	4.4%
Active tourism	5.4%	3.8%	2.1%	3.0%	3.6%
Culture	1.6%	0.7%	1.4%	1.6%	1.3%
Nightlife/fun	1.7%	1.6%	0.9%	0.8%	1.3%
Shopping	0.7%	1.8%	0.5%	1.5%	1.1%
Golf	1.1%	0.5%	0.9%	0.8%	0.8%

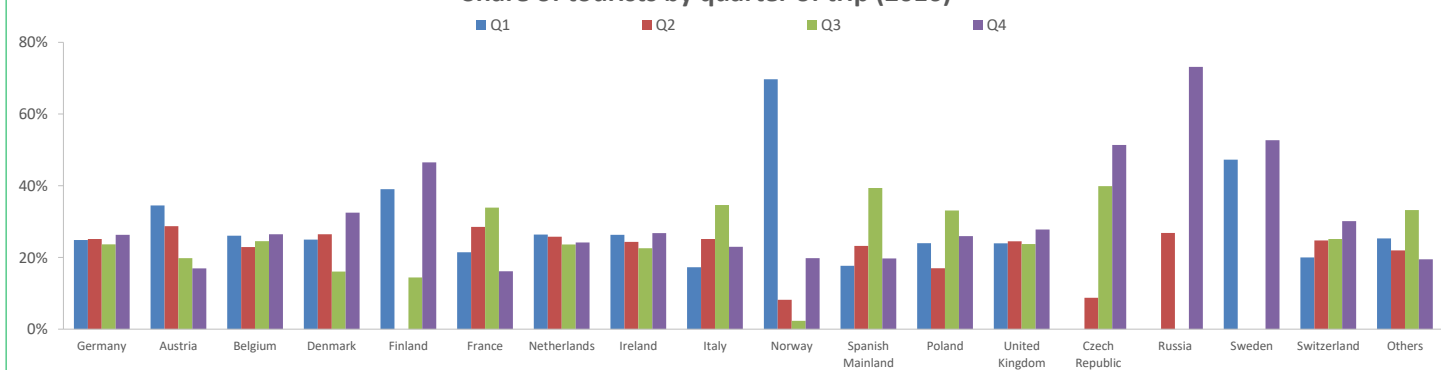
\* Multi-choice question

### What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	68.0%	63.3%	54.3%	70.6%	64.1%
Recommendation by friends or relatives	30.7%	33.8%	33.8%	30.2%	32.1%
The Canary Islands television channel	0.3%	0.1%	0.2%	0.6%	0.3%
Other television or radio channels	0.9%	1.2%	0.9%	0.6%	0.9%
Information in the press/magazines/books	4.0%	3.4%	4.5%	2.7%	3.6%
Attendance at a tourism fair	0.3%	0.5%	0.4%	0.4%	0.4%
Tour Operator's brochure or catalogue	6.9%	10.6%	14.2%	9.4%	10.3%
Recommendation by Travel Agency	12.7%	12.8%	20.2%	11.7%	14.4%
Information obtained via the Internet	32.5%	29.1%	30.4%	28.3%	30.1%
Senior Tourism programme	0.1%	0.5%	0.2%	0.2%	0.2%
Others	4.1%	3.4%	3.8%	4.4%	3.9%

\* Multi-choice question

### Share of tourists by quarter of trip (2016)



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.