

# Tourist profile by quarter of trip (2017)

## FUERTEVENTURA



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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	523	537	593	565	<b>2,219</b>
Tourist arrivals (> 16 years old) (thousands)	466	466	494	513	<b>1,939</b>
Average daily expenditure (€)	132.94	128.49	138.80	141.52	<b>135.64</b>
. in their place of residence	105.30	98.27	109.63	112.69	<b>106.67</b>
. in the Canary Islands	27.64	30.22	29.17	28.82	<b>28.96</b>
Average lenght of stay	9.03	8.92	9.74	9.22	<b>9.23</b>
Turnover per tourist (€)	1,105	1,077	1,264	1,216	<b>1,168</b>
Total turnover (€m)	578	578	750	687	<b>2,591</b>
Tourist arrivals: share by quarter	23.6%	24.2%	26.7%	25.5%	<b>100%</b>
Turnover: share by quarter	22.3%	22.3%	28.9%	26.5%	<b>100%</b>

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	9.3%	9.9%	10.0%	7.9%	<b>9.2%</b>
- Additional accommodation expenses	5.1%	4.7%	5.1%	2.5%	<b>4.3%</b>

##### Transport:

- Public transport	14.9%	10.6%	10.0%	10.3%	<b>11.4%</b>
- Taxi	19.1%	14.1%	15.0%	15.8%	<b>16.0%</b>
- Car rental	22.2%	17.7%	18.8%	17.5%	<b>19.0%</b>

##### Food and drink:

- Food purchases at supermarkets	43.1%	39.6%	46.5%	47.8%	<b>44.4%</b>
- Restaurants	51.6%	50.7%	50.5%	52.9%	<b>51.5%</b>

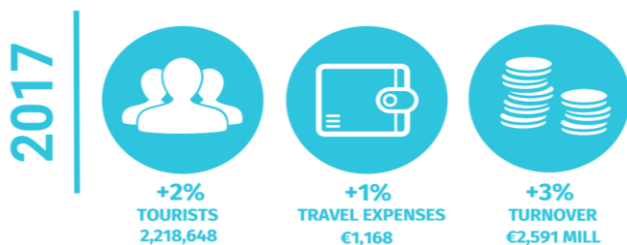
<b>Souvenirs:</b>	56.9%	57.6%	61.2%	53.3%	<b>57.2%</b>
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##### Leisure:

- Organized excursions	14.3%	15.1%	24.5%	16.3%	<b>17.6%</b>
- Leisure, amusement	6.8%	5.0%	8.3%	8.2%	<b>7.1%</b>
- Trip to other islands	3.2%	2.9%	5.5%	4.4%	<b>4.0%</b>
- Sporting activities	9.2%	10.4%	12.6%	12.8%	<b>11.3%</b>
- Cultural activities	4.4%	3.9%	4.8%	5.0%	<b>4.6%</b>
- Discos and disco-pubs	5.9%	8.5%	7.2%	5.4%	<b>6.7%</b>

##### Others:

- Wellness	8.4%	10.3%	6.9%	5.7%	<b>7.8%</b>
- Medical expenses	4.6%	4.9%	5.3%	4.4%	<b>4.8%</b>
- Other expenses	10.6%	18.4%	14.1%	12.1%	<b>13.8%</b>



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



	Q1	Q2	Q3	Q4	Total
Flight only	3.4%	3.2%	3.1%	3.4%	<b>3.3%</b>
Flight and accommodation (room only)	15.3%	15.6%	14.8%	17.1%	<b>15.7%</b>
Flight and accommodation (B&B)	5.4%	2.6%	3.3%	3.5%	<b>3.7%</b>
Flight and accommodation (half board)	17.7%	20.9%	16.0%	17.6%	<b>18.0%</b>
Flight and accommodation (full board)	5.9%	6.1%	5.7%	4.9%	<b>5.6%</b>
Flight and accommodation (all inclusive)	52.3%	51.6%	57.0%	53.5%	<b>53.7%</b>
% Tourists using low-cost airlines	47.4%	45.0%	49.1%	45.6%	<b>46.8%</b>
Other expenses in their place of residence:					
- Car rental	12.7%	11.7%	13.0%	14.6%	<b>13.0%</b>
- Sporting activities	10.3%	8.6%	9.8%	8.3%	<b>9.2%</b>
- Excursions	4.0%	5.4%	8.1%	3.7%	<b>5.3%</b>
- Trip to other islands	1.3%	0.7%	1.6%	1.1%	<b>1.2%</b>

### How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	49.9%	48.9%	43.8%	47.7%	<b>47.5%</b>
- Tour Operator's website	80.0%	79.6%	76.7%	75.8%	<b>78.0%</b>
<b>Accommodation</b>	11.0%	9.2%	8.8%	10.5%	<b>9.9%</b>
- Accommodation's website	84.7%	88.4%	86.6%	89.3%	<b>87.2%</b>
<b>Travel agency (High street)</b>	19.3%	24.8%	30.1%	25.2%	<b>25.0%</b>
<b>Online Travel Agency (OTA)</b>	17.5%	15.1%	15.1%	14.5%	<b>15.5%</b>
<b>No need to book accommodation</b>	2.3%	2.0%	2.3%	2.2%	<b>2.2%</b>

Flight booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	50.7%	49.9%	45.8%	48.8%	<b>48.8%</b>
- Tour Operator's website	79.7%	72.6%	76.4%	73.5%	<b>75.5%</b>
<b>Airline</b>	18.0%	14.6%	14.0%	18.3%	<b>16.2%</b>
- Airline's website	97.4%	97.3%	95.5%	96.3%	<b>96.6%</b>
<b>Travel agency (High street)</b>	19.2%	22.3%	28.0%	22.6%	<b>23.1%</b>
<b>Online Travel Agency (OTA)</b>	12.0%	13.1%	12.2%	10.3%	<b>11.9%</b>

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.5%	0.2%	0.1%	0.2%	0.2%
Between 2 and 7 days	5.6%	5.8%	5.4%	3.9%	5.1%
Between 8 and 15 days	9.3%	7.0%	7.3%	6.8%	7.6%
Between 16 and 30 days	16.4%	16.4%	10.0%	13.5%	14.0%
Between 31 and 90 days	38.8%	35.8%	28.7%	34.3%	34.3%
More than 90 days	29.5%	34.9%	48.5%	41.3%	38.7%

### Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	47.7%	45.2%	43.2%	48.4%	<b>46.2%</b>
Women	52.3%	54.8%	56.8%	51.6%	<b>53.8%</b>

#### Age

Average age (tourists > 16 years old)	50.0	48.0	42.6	50.2	<b>47.7</b>
Standard deviation	15.1	14.8	14.0	15.0	<b>15.1</b>

#### Age range (> 16 years old)

16-24 years old	4.1%	6.0%	11.7%	3.6%	<b>6.4%</b>
25-30 years old	7.2%	10.1%	12.2%	9.2%	<b>9.7%</b>
31-45 years old	27.9%	25.0%	33.9%	25.2%	<b>28.0%</b>
46-60 years old	34.0%	37.1%	30.6%	33.1%	<b>33.7%</b>
Over 60 years old	26.8%	21.8%	11.6%	28.8%	<b>22.2%</b>

#### Occupation

Business owner or self-employed	23.1%	20.2%	19.3%	20.1%	<b>20.7%</b>
Upper/Middle management employee	38.2%	40.5%	44.1%	38.6%	<b>40.4%</b>
Auxiliary level employee	12.2%	15.3%	17.5%	14.0%	<b>14.8%</b>
Students	2.4%	3.1%	7.7%	2.2%	<b>3.8%</b>
Retired	22.3%	18.9%	10.2%	23.7%	<b>18.8%</b>
Unemployed / unpaid dom. work	1.8%	1.9%	1.2%	1.5%	<b>1.6%</b>

#### Annual household income level

€12,000 - €24,000	13.0%	15.4%	21.0%	15.6%	<b>16.3%</b>
€24,001 - €36,000	18.0%	21.5%	20.7%	18.2%	<b>19.6%</b>
€36,001 - €48,000	15.7%	16.4%	15.4%	16.2%	<b>15.9%</b>
€48,001 - €60,000	15.7%	15.9%	15.5%	16.3%	<b>15.9%</b>
€60,001 - €72,000	10.0%	9.8%	8.8%	11.1%	<b>9.9%</b>
€72,001 - €84,000	7.3%	6.9%	5.0%	7.0%	<b>6.5%</b>
More than €84,000	20.3%	14.1%	13.7%	15.6%	<b>15.9%</b>

## Tourist profile by quarter of trip (2017)

### FUERTEVENTURA



#### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	587,359	596,949	645,448	658,457	<b>2,488,213</b>
- Fuerteventura	465,865	465,709	493,948	513,386	<b>1,938,908</b>
- Gran Canaria	1,048,766	833,276	910,485	1,108,297	<b>3,900,824</b>
- Tenerife	1,325,456	1,223,771	1,237,883	1,357,305	<b>5,144,415</b>
- La Palma	78,025	55,392	57,969	86,566	<b>277,952</b>

#### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	3.0%	3.2%	3.5%	2.9%	<b>3.2%</b>
4* Hotel	54.9%	56.5%	53.4%	52.7%	<b>54.3%</b>
1-2-3* Hotel	18.7%	16.4%	19.0%	20.7%	<b>18.8%</b>
Apartment	20.8%	21.5%	21.7%	21.0%	<b>21.2%</b>
Property (privately-owned, friends, family)	1.4%	1.4%	1.4%	1.5%	<b>1.5%</b>
Others	1.1%	1.0%	0.9%	1.2%	<b>1.1%</b>

#### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	7.3%	7.0%	4.9%	5.6%	<b>6.2%</b>
Only with partner	53.2%	57.2%	39.5%	52.0%	<b>50.3%</b>
Only with children (under the age of 13)	1.3%	1.4%	3.3%	1.2%	<b>1.8%</b>
Partner + children (under the age of 13)	12.1%	10.6%	19.0%	11.9%	<b>13.5%</b>
Other relatives	4.0%	4.0%	6.5%	5.0%	<b>4.9%</b>
Friends	5.2%	6.2%	4.8%	6.1%	<b>5.6%</b>
Work colleagues	0.1%	0.3%	0.1%	0.3%	<b>0.2%</b>
Other combinations <sup>(1)</sup>	16.8%	13.2%	21.9%	17.9%	<b>17.5%</b>

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

#### How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.1%	94.4%	93.4%	93.8%	<b>93.7%</b>
Average rating (scale 1-10)	8.73	8.90	8.80	8.89	<b>8.83</b>

#### How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	Q1	Q2	Q3	Q4	Total
At least 1 visit to the island	53.6%	50.7%	40.8%	51.3%	<b>49.1%</b>
At least 10 visits to the island	6.1%	6.2%	2.9%	7.3%	<b>5.6%</b>
At least 1 visit to the Canary Islands	83.0%	78.7%	68.3%	80.3%	<b>77.6%</b>
At least 10 visits to the Canary Islands	17.8%	16.9%	8.8%	17.2%	<b>15.1%</b>

#### Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Germany	40.3%	40.6%	38.8%	42.9%	<b>40.7%</b>
United Kingdom	25.4%	25.6%	24.1%	26.1%	<b>25.3%</b>
Spanish Mainland	3.4%	6.2%	7.7%	3.8%	<b>5.3%</b>
France	4.7%	6.2%	5.9%	4.0%	<b>5.2%</b>
Italy	4.2%	6.1%	6.8%	3.6%	<b>5.1%</b>
Netherlands	3.8%	3.2%	4.5%	3.4%	<b>3.7%</b>
Poland	3.0%	3.1%	4.0%	2.5%	<b>3.2%</b>
Switzerland	2.2%	2.5%	2.8%	2.6%	<b>2.5%</b>
Sweden	4.1%	1.2%	0.1%	3.0%	<b>2.1%</b>
Others	8.9%	5.2%	5.1%	8.3%	<b>6.9%</b>

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.8%	18.8%	19.3%	17.7%	<b>18.1%</b>
- Fuerteventura	13.3%	14.7%	14.8%	13.8%	<b>14.1%</b>
- Gran Canaria	29.9%	26.2%	27.2%	29.8%	<b>28.4%</b>
- Tenerife	37.8%	38.5%	37.0%	36.4%	<b>37.4%</b>
- La Palma	2.2%	1.7%	1.7%	2.3%	<b>2.0%</b>

#### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.5%	92.3%	90.6%	95.5%	<b>93.5%</b>
Beaches	50.3%	61.9%	67.5%	61.8%	<b>60.5%</b>
Tranquillity/rest/relaxation	45.5%	45.5%	45.4%	45.0%	<b>45.3%</b>
Scenery	14.9%	13.0%	14.3%	13.3%	<b>13.9%</b>
Visiting new places	12.7%	11.3%	16.0%	11.1%	<b>12.7%</b>
Price	12.9%	14.5%	10.7%	8.4%	<b>11.5%</b>
Security	13.0%	10.8%	9.6%	10.7%	<b>11.0%</b>
Ease of travel	11.0%	6.8%	3.0%	8.1%	<b>7.2%</b>
Suitable destination for children	6.5%	5.6%	10.0%	6.2%	<b>7.1%</b>
Quality of the environment	4.2%	4.9%	4.0%	4.8%	<b>4.5%</b>
Nautical activities	3.6%	4.3%	4.2%	4.9%	<b>4.3%</b>
Active tourism	3.1%	2.6%	2.6%	2.2%	<b>2.6%</b>
Culture	0.8%	1.3%	1.5%	1.4%	<b>1.3%</b>
Nightlife/fun	0.9%	1.3%	1.4%	0.9%	<b>1.1%</b>
Shopping	1.1%	1.0%	1.6%	0.7%	<b>1.1%</b>
Golf	1.6%	0.3%	0.3%	1.3%	<b>0.9%</b>

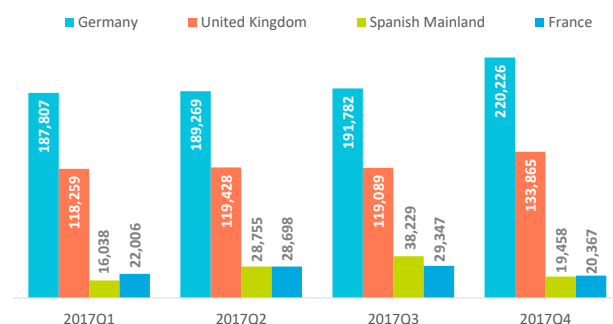
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	71.7%	69.1%	57.5%	69.8%	<b>66.9%</b>
Recommendation by friends/relatives	29.3%	31.3%	33.2%	32.3%	<b>31.6%</b>
The Canary Islands television channel	0.3%	0.7%	0.3%	0.6%	<b>0.5%</b>
Other television or radio channels	0.9%	0.9%	1.3%	1.6%	<b>1.2%</b>
Information in press/magazines/books	4.8%	3.5%	3.3%	3.3%	<b>3.7%</b>
Attendance at a tourism fair	0.8%	0.5%	0.8%	0.3%	<b>0.6%</b>
Tour Operator's brochure or catalogue	7.8%	10.5%	11.4%	7.4%	<b>9.3%</b>
Recommendation by Travel Agency	10.0%	11.7%	19.8%	12.9%	<b>13.7%</b>
Information obtained via the Internet	30.0%	28.4%	31.8%	25.3%	<b>28.8%</b>
Senior Tourism programme	0.2%	0.3%	0.0%	0.2%	<b>0.2%</b>
Others	5.6%	3.6%	3.7%	2.9%	<b>3.9%</b>

\* Multi-choice question

#### Main markets: tourist arrivals by quarters



Tourists over 16 years old.

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.