

TOURIST PROFILE BY QUARTER OF TRIP (2018)

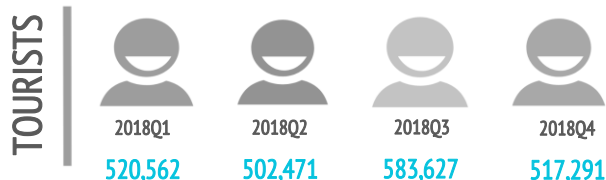
FUERTEVENTURA

How many are they and how much do they spend?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	0.52	0.50	0.58	0.52	2.12
Tourist arrivals > 15 years old (EGT) (*)	0.47	0.44	0.49	0.46	1.86
- book holiday package (*)	0.33	0.32	0.37	0.32	1.35
- do not book holiday package (*)	0.13	0.11	0.12	0.14	0.51
- % tourists who book holiday package	71.7%	73.8%	75.2%	70.1%	72.7%

(*) Million of tourists

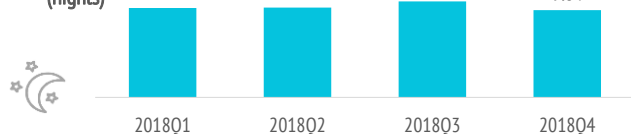


% TOURISTS WHO BOOK HOLIDAY PACKAGE

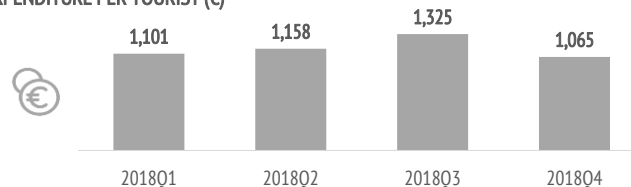


	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	1,101	1,158	1,325	1,065	1,165
- book holiday package	1,146	1,177	1,375	1,140	1,215
- holiday package	956	994	1,165	985	1,029
- others	189	183	210	155	185
- do not book holiday package	988	1,104	1,174	888	1,032
- flight	232	303	339	208	268
- accommodation	377	459	434	357	404
- others	379	342	400	323	360
Average lenght of stay	9.27	9.31	9.95	9.04	9.40
- book holiday package	8.99	9.03	9.53	8.83	9.11
- do not book holiday package	9.99	10.10	11.24	9.56	10.20
Average daily expenditure (€)	128.5	133.9	142.9	127.3	133.3
- book holiday package	133.7	138.0	150.8	135.7	139.9
- do not book holiday package	115.3	122.4	119.2	107.7	115.8
Total turnover (> 15 years old) (€m)	514	505	652	491	2,163
- book holiday package	383	379	509	369	1,640
- do not book holiday package	131	126	143	122	523

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	83.4%	77.9%	76.2%	82.4%	80.0%
Sea	51.8%	59.7%	67.7%	60.6%	60.1%
Beaches	51.3%	57.5%	66.1%	58.0%	58.4%
Safety	56.5%	57.1%	57.2%	52.2%	55.8%
Tranquility	52.1%	56.6%	54.7%	57.0%	55.1%
Accommodation supply	44.6%	47.4%	48.2%	40.7%	45.2%
Effortless trip	38.7%	41.2%	39.7%	39.0%	39.6%
Price	39.8%	40.1%	42.6%	32.9%	38.9%
European belonging	40.9%	40.7%	35.2%	38.7%	38.8%
Environment	25.3%	27.9%	29.2%	26.5%	27.2%
Landscapes	24.3%	25.4%	29.1%	26.8%	26.4%
Gastronomy	22.0%	24.5%	25.1%	23.2%	23.7%
Authenticity	16.4%	23.7%	22.9%	19.5%	20.6%
Fun possibilities	11.9%	16.9%	20.9%	15.6%	16.4%
Exoticism	8.0%	11.5%	13.2%	10.1%	10.7%
Shopping	6.6%	9.2%	10.1%	8.5%	8.6%
Hiking trail network	6.0%	6.2%	4.2%	7.4%	5.9%
Culture	4.8%	6.4%	5.0%	6.4%	5.6%
Historical heritage	4.4%	5.5%	5.1%	6.6%	5.4%
Nightlife	3.6%	4.4%	5.4%	4.2%	4.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	67.4%	56.3%	56.6%	65.7%	61.5%
Enjoy family time	7.9%	11.3%	13.9%	8.5%	10.5%
Have fun	3.1%	5.6%	6.7%	3.7%	4.8%
Explore the destination	15.7%	21.3%	18.9%	16.5%	18.0%
Practice their hobbies	2.8%	3.9%	3.2%	3.1%	3.3%
Other reasons	3.1%	1.7%	0.6%	2.5%	1.9%

How far in advance do they book their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.5%	0.3%	0.3%	0.1%	0.3%
Between 1 and 30 days	27.6%	19.8%	22.5%	25.4%	23.9%
Between 1 and 2 months	26.8%	24.0%	19.3%	28.5%	24.6%
Between 3 and 6 months	30.5%	37.9%	32.4%	29.2%	32.4%
More than 6 months	14.6%	18.0%	25.5%	16.8%	18.8%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

TOURIST PROFILE BY QUARTER OF TRIP (2018)

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What channels did they use to get information about the trip? 🔍

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	56.1%	50.2%	43.2%	57.0%	51.5%
Friends or relatives	21.9%	22.9%	26.6%	22.3%	23.5%
Internet or social media	57.3%	56.6%	56.8%	55.0%	56.4%
Mass Media	1.9%	1.6%	2.8%	1.3%	1.9%
Travel guides and magazines	10.7%	9.8%	10.8%	6.9%	9.6%
Travel Blogs or Forums	3.5%	5.1%	5.8%	5.9%	5.1%
Travel TV Channels	0.9%	2.1%	0.9%	1.0%	1.2%
Tour Operator or Travel Agency	27.1%	32.2%	31.6%	22.5%	28.4%
Public administrations or similar	0.3%	0.9%	0.4%	0.4%	0.5%
Others	2.1%	1.5%	1.6%	1.6%	1.7%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	29.9%	28.2%	27.5%	30.2%	28.9%
- Tour Operator or Travel Agency	70.1%	71.8%	72.5%	69.8%	71.1%
Accommodation					
- Directly with the accommodation	23.3%	20.7%	20.5%	21.7%	21.6%
- Tour Operator or Travel Agency	76.7%	79.3%	79.5%	78.3%	78.4%

Where do they stay? 🛏

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	18.7%	17.9%	16.0%	13.8%	16.6%
4* Hotel	51.3%	53.0%	50.5%	54.8%	52.4%
5* Hotel / 5* Luxury Hotel	3.0%	3.4%	1.8%	1.9%	2.5%
Aparthotel / Tourist Villa	17.1%	16.1%	19.0%	17.1%	17.4%
House/room rented in a private dwelling	3.9%	3.0%	4.0%	3.3%	3.5%
Private accommodation ⁽¹⁾	2.8%	3.3%	4.4%	4.6%	3.8%
Others (Cottage, cruise, camping,...)	3.1%	3.3%	4.3%	4.5%	3.8%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book? 🍽

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	19.6%	15.2%	17.4%	17.8%	17.5%
Bed and Breakfast	5.4%	6.4%	3.2%	5.5%	5.1%
Half board	23.2%	18.3%	20.8%	19.8%	20.6%
Full board	3.2%	4.7%	4.0%	4.8%	4.1%
All inclusive	48.7%	55.5%	54.6%	52.0%	52.7%



52.7% of tourists book all inclusive.



48.7%
2018Q1



54.6%
2018Q3



55.5%
2018Q2



52.0%
2018Q4

Other expenses 📍

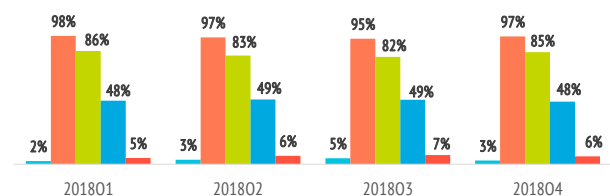
	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	57.9%	54.9%	53.7%	51.3%	54.4%
Supermarkets	50.8%	47.1%	52.4%	43.9%	48.6%
Car rental	28.4%	26.6%	28.6%	29.1%	28.2%
Organized excursions	19.5%	19.8%	25.2%	16.1%	20.3%
Taxi, transfer, chauffeur service	51.2%	57.4%	59.1%	52.2%	55.0%
Theme Parks	6.4%	6.8%	8.2%	3.9%	6.4%
Sport activities	7.6%	9.7%	11.5%	8.0%	9.2%
Museums	3.4%	4.6%	3.4%	2.7%	3.5%
Flights between islands	4.7%	4.9%	6.8%	4.1%	5.1%

Activities in the Canary Islands 🚶

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	2.3%	3.5%	4.5%	2.8%	3.3%
1 - 2 hours	11.4%	13.8%	13.7%	11.9%	12.7%
3 - 6 hours	37.9%	33.5%	32.7%	37.8%	35.5%
7 - 12 hours	43.6%	42.9%	42.1%	41.6%	42.5%
More than 12 hours	4.7%	6.4%	7.0%	6.0%	6.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Beach	77.8%	83.6%	86.8%	83.3%	82.9%
Walk, wander	68.4%	57.7%	56.4%	64.4%	61.7%
Swimming pool, hotel facilities	53.1%	60.0%	63.6%	52.0%	57.2%
Explore the island on their own	45.0%	44.0%	44.2%	41.6%	43.7%
Taste Canarian gastronomy	21.8%	25.7%	24.4%	19.5%	22.8%
Sport activities	18.4%	18.4%	20.4%	21.0%	19.6%
Organized excursions	13.7%	16.1%	20.7%	12.2%	15.8%
Activities at sea	9.5%	13.2%	16.2%	13.8%	13.2%
Theme parks	7.4%	10.3%	12.9%	7.6%	9.6%
Nightlife / concerts / shows	8.6%	7.8%	13.5%	7.8%	9.5%
Wineries/markets/popular festival	9.6%	9.3%	10.6%	8.0%	9.4%
Nature activities	11.9%	8.1%	7.3%	9.8%	9.3%
Sea excursions / whale watching	3.7%	7.4%	13.6%	5.3%	7.6%
Museums / exhibitions	6.5%	7.4%	6.2%	6.2%	6.6%
Beauty and health treatments	5.1%	5.3%	4.7%	6.3%	5.3%
Astronomical observation	2.6%	3.3%	3.6%	2.5%	3.0%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2018)

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Which places do they visit in Fuerteventura?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Playas de Jandía	40.3%	45.4%	46.2%	38.4%	42.6%
Dunas de Corralejo e Isla de Lobos	31.3%	33.7%	28.4%	28.9%	30.5%
Cotillo	27.4%	29.3%	28.3%	23.9%	27.2%
Betancuria	22.8%	22.6%	19.3%	21.0%	21.4%
Mirador de Betancuria	18.6%	18.4%	16.3%	18.0%	17.8%
Cofete	15.1%	17.4%	13.5%	14.7%	15.1%
Fábricas o museos de Aloe Vera	10.1%	11.1%	10.2%	8.4%	9.9%
Montaña Sagrada de Tindaya	8.0%	7.9%	6.8%	6.2%	7.2%
Mirador de Sicasumbre	6.0%	6.4%	5.0%	5.0%	5.6%
Museos	6.1%	6.9%	4.8%	4.5%	5.6%
La Casa de los Coroneles	4.1%	4.4%	4.3%	4.5%	4.3%

”
4 in 10 tourists in Fuerteventura visit
Playas de Jandía



2018Q1	40.3%
2018Q2	45.4%
2018Q3	46.2%
2018Q4	38.4%

Internet usage during their trip



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	15.5%	18.2%	19.6%	14.6%	17.0%
- Flights	13.1%	16.2%	16.3%	13.5%	14.8%
- Accommodation	19.3%	21.5%	21.1%	18.3%	20.1%
- Transport	14.1%	18.6%	16.1%	15.2%	16.0%
- Restaurants	24.6%	25.7%	24.4%	25.7%	25.0%
- Excursions	24.5%	29.0%	28.7%	24.4%	26.7%
- Activities	28.4%	31.8%	30.7%	29.4%	30.1%
Book or purchase					
- Tourist package	45.1%	40.5%	39.9%	47.3%	43.1%
- Flights	57.5%	54.0%	50.5%	60.7%	55.5%
- Accommodation	49.6%	47.7%	44.1%	52.5%	48.3%
- Transport	43.8%	40.0%	38.3%	44.0%	41.4%
- Restaurants	8.5%	8.9%	7.9%	7.6%	8.2%
- Excursions	6.8%	8.4%	7.3%	7.2%	7.4%
- Activities	7.5%	9.1%	11.1%	7.4%	8.9%

* Multi-choise question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	12.4%	10.4%	8.9%	10.7%	10.6%
Used the Internet	87.6%	89.6%	91.1%	89.3%	89.4%
- Own Internet connection	30.7%	35.6%	38.9%	34.4%	34.9%
- Free Wifi connection	46.0%	42.1%	40.6%	42.7%	42.8%
Applications*					
- Search for locations or maps	53.5%	50.8%	56.8%	55.7%	54.3%
- Search for destination info	38.0%	38.4%	41.5%	40.2%	39.6%
- Share pictures or trip videos	55.5%	60.3%	59.8%	53.3%	57.2%
- Download tourist apps	6.8%	6.5%	8.0%	8.5%	7.5%
- Others	26.2%	24.1%	22.9%	27.6%	25.2%

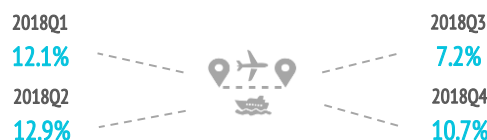
* Multi-choise question

How many islands do they visit during their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	89.3%	87.9%	87.1%	92.8%	89.3%
Two islands	9.5%	10.7%	11.6%	6.3%	9.5%
Three or more islands	1.2%	1.4%	1.4%	0.9%	1.2%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Average rating	8.42	8.51	8.59	8.62	8.54
Experience in the Canary Islands					
Worse or much worse than expected	3.2%	4.1%	2.8%	2.0%	3.0%
Lived up to expectations	63.2%	57.6%	49.7%	56.2%	56.5%
Better or much better than expected	33.6%	38.4%	47.5%	41.8%	40.5%

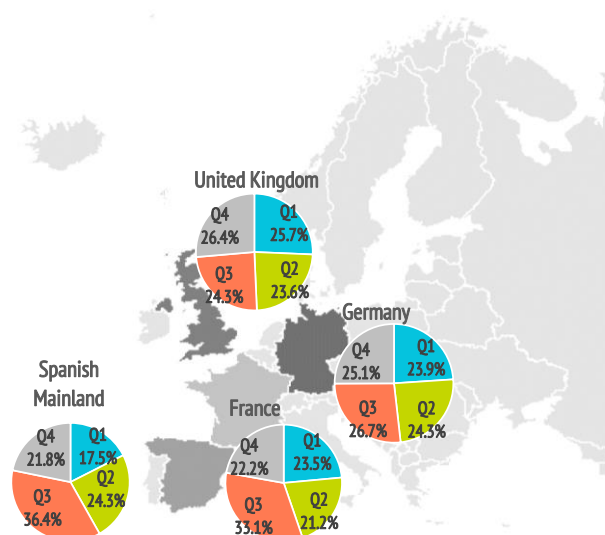
Future intentions (scale 1-10)	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Return to the Canary Islands	8.58	8.56	8.50	8.75	8.60
Recommend visiting the Canary Islands	8.78	8.78	8.84	8.92	8.83

How many are loyal to the Canary Islands?



	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Repeat tourists	69.0%	62.1%	53.6%	65.6%	62.4%
Repeat tourists (last 5 years)	7.5%	8.6%	5.9%	8.6%	7.6%
Repeat tourists (last 5 years)(5 or more visits)	76.9%	69.3%	60.8%	75.3%	70.4%
At least 10 previous visits	18.5%	15.1%	12.8%	20.5%	16.7%

FUERTEVENTURA: MAIN MARKETS % TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2018)

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Where are they from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Alemania	38.7%	42.0%	41.0%	41.0%	40.7%
Reino Unido	24.7%	24.3%	22.2%	25.7%	24.2%
Península	4.5%	6.7%	8.9%	5.7%	6.5%
Francia	5.7%	7.2%	6.2%	3.9%	5.7%
Italia	4.5%	4.7%	5.6%	3.6%	4.6%
Polonia	3.2%	3.4%	2.9%	3.5%	3.3%
Holanda	3.0%	2.6%	2.4%	3.0%	2.7%
Suiza	2.0%	2.2%	2.1%	2.8%	2.3%
Suecia	3.5%	0.7%	0.6%	4.3%	2.3%
Irlanda	1.7%	1.7%	2.3%	1.7%	1.9%
Dinamarca	2.9%	1.1%	0.6%	0.5%	1.3%
Bélgica	0.7%	0.8%	0.9%	1.0%	0.8%
Austria	0.9%	0.9%	0.6%	0.8%	0.8%
República Checa	0.4%	0.2%	1.2%	0.6%	0.6%
Finlandia	1.5%	0.2%	0.5%	0.2%	0.6%
Noruega	0.8%	0.1%	0.2%	0.1%	0.3%
Rusia	0.1%	0.0%	0.0%	0.1%	0.1%
Otros	1.3%	1.2%	1.9%	1.5%	1.5%

Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	8.2%	8.3%	5.3%	10.7%	8.1%
Only with partner	57.6%	50.3%	42.5%	57.8%	51.9%
Only with children (< 13 years old)	3.8%	6.2%	8.5%	3.6%	5.6%
Partner + children (< 13 years old)	4.5%	6.0%	8.0%	3.7%	5.6%
Other relatives	6.6%	7.2%	8.5%	7.2%	7.4%
Friends	5.8%	7.2%	6.1%	4.9%	6.0%
Work colleagues	0.5%	0.1%	0.2%	0.1%	0.2%
Organized trip	0.3%	0.3%	0.0%	0.2%	0.2%
Other combinations ⁽¹⁾	12.5%	14.5%	20.9%	11.8%	15.0%

(1) Different situations have been isolated

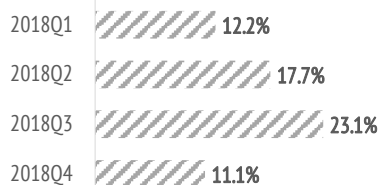
Tourists with children	12.2%	17.7%	23.1%	11.1%	16.1%
- Between 0 and 2 years old	1.3%	1.8%	0.9%	0.9%	1.2%
- Between 3 and 12 years old	10.2%	13.7%	20.5%	9.1%	13.5%
- Between 0 - 2 and 3-12 years	0.6%	2.3%	1.7%	1.1%	1.4%
Tourists without children	87.8%	82.3%	76.9%	88.9%	83.9%
Group composition:					
- 1 person	11.4%	11.6%	6.9%	14.6%	11.0%
- 2 people	64.5%	57.8%	52.0%	63.0%	59.2%
- 3 people	10.5%	11.4%	17.5%	8.0%	12.0%
- 4 or 5 people	10.9%	15.9%	20.2%	12.4%	14.9%
- 6 or more people	2.6%	3.3%	3.5%	2.1%	2.9%
Average group size:	2.36	2.54	2.74	2.31	2.49



16.1% of tourists travel with children.



(under the age of 13)



Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	44.1%	43.5%	48.4%	50.7%	46.8%
Women	55.9%	56.5%	51.6%	49.3%	53.2%
Age					
Average age (tourist > 15 years old)	51.8	48.2	43.4	50.2	48.3
Standard deviation	14.5	15.4	15.3	15.9	15.6
Age range (> 15 years old)					
16 - 24 years old	3.1%	5.1%	14.3%	4.6%	6.9%
25 - 30 years old	8.0%	10.6%	10.8%	10.7%	10.0%
31 - 45 years old	20.8%	27.9%	29.8%	23.5%	25.5%
46 - 60 years old	35.4%	31.2%	29.9%	29.9%	31.6%
Over 60 years old	32.6%	25.1%	15.1%	31.3%	25.9%
Occupation					
Salaried worker	46.8%	53.3%	59.2%	52.6%	53.1%
Self-employed	12.5%	8.6%	12.6%	11.2%	11.3%
Unemployed	1.3%	0.4%	1.0%	0.9%	0.9%
Business owner	8.7%	10.9%	8.1%	7.1%	8.7%
Student	1.8%	5.6%	8.6%	1.7%	4.5%
Retired	27.1%	19.5%	9.5%	24.9%	20.1%
Unpaid domestic work	0.8%	0.6%	0.6%	0.5%	0.7%
Others	0.9%	1.0%	0.4%	1.1%	0.8%
Annual household income level					
Less than €25,000	13.8%	17.6%	20.6%	14.6%	16.7%
€25,000 - €49,999	40.1%	35.4%	33.8%	37.5%	36.7%
€50,000 - €74,999	25.4%	25.7%	26.6%	25.9%	25.9%
More than €74,999	20.7%	21.3%	18.9%	22.0%	20.7%
Education level					
No studies	4.7%	2.8%	3.1%	2.8%	3.4%
Primary education	3.2%	2.4%	3.7%	3.5%	3.2%
Secondary education	23.6%	22.5%	21.7%	27.2%	23.7%
Higher education	68.6%	72.3%	71.5%	66.5%	69.7%



AVERAGE AGE
(> 15 years old)



% OF TOURISTS WITH INCOMES OVER
€74,999

2018Q1
2018Q2

2018Q3
2018Q4



% SALARIED WORKED TOURISTS



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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