

# Tourist profile trend (2016)

## Fuerteventura

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



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	1,440,072	1,514,524	1,595,143	1,668,484	1,914,107
Average daily expenditure (€)	118.54	119.80	118.09	124.96	129.53
. in their place of residence	93.38	93.89	93.78	98.14	101.96
. in the Canary Islands	25.16	25.91	24.31	26.83	27.57
Average length of stay	9.79	9.61	9.49	9.57	9.62
Turnover per tourist (€)	1,078	1,070	1,046	1,109	1,152
Total turnover (> 16 years old) (€m)	1,552	1,620	1,668	1,851	2,204
Turnover: year on year change	--	4.4%	3.0%	10.9%	19.1%
Tourist arrivals: year on year change	--	5.2%	5.3%	4.6%	14.7%

### Expenditure in the Canary Islands per tourist and trip (€) <sup>(\*)</sup>

<b>Accommodation (**):</b>	22.06	27.43	22.45	27.58	28.70
- Accommodation	17.50	21.39	18.53	23.36	23.48
- Additional accommodation expenses	4.56	6.04	3.92	4.22	5.22
<b>Transport:</b>	23.94	25.17	22.53	25.01	23.65
- Public transport	3.38	3.48	3.70	3.08	3.84
- Taxi	5.20	4.47	4.52	5.00	5.39
- Car rental	15.36	17.22	14.31	16.94	14.42
<b>Food and drink:</b>	83.99	86.73	79.42	89.49	97.47
- Food purchases at supermarkets	33.35	39.14	30.02	32.74	35.15
- Restaurants	50.63	47.59	49.40	56.76	62.32
<b>Souvenirs:</b>	55.32	52.94	51.75	49.76	48.73
<b>Leisure:</b>	31.62	26.63	29.69	31.49	37.15
- Organized excursions	12.85	9.78	11.18	11.52	12.72
- Leisure, amusement	3.39	2.47	2.78	2.99	3.19
- Trip to other islands	2.47	2.20	2.64	2.39	3.18
- Sporting activities	7.69	7.72	9.13	9.61	11.17
- Cultural activities	1.03	1.11	1.55	1.77	2.77
- Discos and disco-pubs	4.18	3.35	2.42	3.21	4.12
<b>Others:</b>	15.63	15.95	16.76	14.08	13.59
- Wellness	4.89	3.95	3.20	3.62	4.24
- Medical expenses	2.11	1.52	1.33	2.28	1.90
- Other expenses	8.63	10.48	12.24	8.18	7.44

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



	2012	2013	2014	2015	2016
The same day they leave	0.3%	0.3%	0.3%	0.3%	0.3%
Between 2 and 7 days	9.5%	7.2%	8.4%	6.4%	5.6%
Between 8 and 15 days	10.8%	12.0%	10.0%	8.7%	7.8%
Between 16 and 30 days	17.9%	19.3%	17.9%	15.6%	15.9%
Between 31 and 90 days	31.5%	33.7%	31.4%	35.4%	33.7%
More than 90 days	30.0%	27.6%	32.0%	33.5%	36.6%

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



	2012	2013	2014	2015	2016
Flight only	3.9%	4.9%	4.1%	3.8%	3.8%
Flight and accommodation (room only)	14.0%	15.5%	13.7%	15.7%	15.3%
Flight and accommodation (B&B)	2.5%	2.7%	2.7%	3.6%	4.1%
Flight and accommodation (half board)	19.0%	20.6%	17.1%	16.4%	19.3%
Flight and accommodation (full board)	4.3%	4.7%	4.7%	4.1%	4.7%
Flight and accommodation (all inclusive)	56.2%	51.6%	57.7%	56.5%	52.7%
<b>% Tourists using low-cost airlines</b>	29.0%	39.9%	40.0%	43.3%	47.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	9.5%	12.4%	9.6%	12.9%	11.5%
- Sporting activities	11.9%	11.0%	10.5%	11.0%	10.8%
- Excursions	4.1%	4.4%	4.4%	5.3%	5.6%
- Trip to other islands	0.9%	1.5%	1.5%	1.3%	1.3%

### How do they book?



Accommodation booking	2012	2013	2014	2015	2016
<b>Tour Operator</b>	50.2%	43.0%	47.0%	45.9%	43.6%
- Tour Operator's website	65.8%	74.1%	69.2%	74.5%	74.1%
<b>Accommodation</b>	6.6%	10.3%	8.5%	10.9%	10.8%
- Accommodation's website	82.7%	82.2%	83.3%	82.8%	86.3%
<b>Travel agency (High street)</b>	28.2%	28.5%	28.5%	25.0%	26.4%
<b>Online Travel Agency (OTA)</b>	12.3%	15.5%	13.8%	15.8%	16.9%
<b>No need to book accommodation</b>	2.8%	2.8%	2.2%	2.4%	2.3%

Flight booking	2012	2013	2014	2015	2016
<b>Tour Operator</b>	54.0%	44.9%	48.4%	48.7%	46.0%
- Tour Operator's website	63.0%	69.3%	67.8%	72.0%	70.0%
<b>Airline</b>	11.5%	17.4%	14.9%	16.5%	17.1%
- Airline's website	93.5%	95.2%	93.7%	96.1%	95.7%
<b>Travel agency (High street)</b>	24.9%	25.8%	26.0%	22.7%	24.3%
<b>Online Travel Agency (OTA)</b>	9.5%	12.0%	10.7%	12.2%	12.6%

### Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	2.1%	2.8%	2.7%	3.3%	3.5%
4* Hotel	52.5%	53.3%	53.4%	54.3%	54.3%
1-2-3* Hotel	23.8%	18.8%	21.4%	18.9%	18.7%
Apartment	18.9%	22.3%	20.1%	20.8%	20.8%
Property (privately-owned, friends, family)	2.2%	2.3%	2.0%	2.0%	1.8%
Others	0.5%	0.5%	0.5%	0.7%	0.9%

### Who are they?



Gender	2012	2013	2014	2015	2016
Percentage of men	46.9%	42.5%	45.8%	46.4%	48.3%
Percentage of women	53.1%	57.5%	54.2%	53.6%	51.7%

Age	2012	2013	2014	2015	2016
Average age (tourists > 16 years old)	44.6	43.7	44.5	44.8	45.3
Standard deviation	14.6	14.3	14.4	14.6	14.7

Age range (> 16 years old)	2012	2013	2014	2015	2016
16-24 years old	8.7%	8.0%	8.9%	8.1%	7.4%
25-30 years old	12.9%	13.7%	11.5%	12.9%	12.0%
31-45 years old	30.3%	34.9%	32.5%	31.3%	32.6%
46-60 years old	32.8%	29.2%	31.9%	31.5%	30.8%
Over 60 years old	15.3%	14.2%	15.2%	16.2%	17.3%

Occupation	2012	2013	2014	2015	2016
Business owner or self-employed	20.2%	22.3%	20.3%	20.6%	19.5%
Upper/Middle management employee	42.9%	42.8%	42.8%	42.3%	43.6%
Auxiliary level employee	14.6%	13.5%	14.3%	14.9%	13.8%
Students	5.4%	5.6%	5.9%	5.0%	5.7%
Retired	14.7%	12.2%	14.0%	14.9%	15.6%
Unemployed / unpaid dom. work	2.2%	3.6%	2.7%	2.3%	1.9%

Annual household income level	2012	2013	2014	2015	2016
€12,000 - €24,000	17.5%	19.1%	17.8%	16.9%	16.3%
€24,001 - €36,000	20.5%	18.7%	19.3%	19.3%	18.9%
€36,001 - €48,000	18.1%	15.8%	17.9%	17.6%	18.4%
€48,001 - €60,000	13.5%	15.7%	16.1%	15.8%	14.9%
€60,001 - €72,000	9.6%	9.8%	8.5%	8.7%	9.9%
€72,001 - €84,000	6.0%	5.3%	5.7%	5.8%	5.2%
More than €84,000	14.9%	15.6%	14.8%	15.9%	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 trend (2016)

## Fuerteventura



### Which island do they choose?



Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	1,740,273	1,820,148	1,911,659	2,033,971	2,328,674
- Fuerteventura	1,440,072	1,514,524	1,595,143	1,668,484	1,914,107
- Gran Canaria	2,747,552	2,876,750	3,001,310	3,104,724	3,654,806
- Tenerife	3,898,912	3,996,638	4,193,228	4,249,936	4,885,901
- La Palma	145,084	143,472	138,916	163,425	221,541

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	17.5%	17.6%	17.6%	18.1%	17.9%
- Fuerteventura	14.4%	14.6%	14.7%	14.9%	14.7%
- Gran Canaria	27.6%	27.8%	27.7%	27.7%	28.1%
- Tenerife	39.1%	38.6%	38.7%	37.9%	37.6%
- La Palma	1.5%	1.4%	1.3%	1.5%	1.7%

### Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	7.9%	9.4%	7.0%	7.0%	8.1%
Only with partner	53.7%	50.4%	49.3%	52.9%	50.1%
Only with children (under the age of 13)	1.3%	1.7%	1.5%	1.0%	1.3%
Partner + children (under the age of 13)	12.2%	12.9%	15.6%	12.9%	13.7%
Other relatives	5.1%	6.1%	5.5%	6.2%	6.1%
Friends	4.5%	5.2%	4.9%	5.1%	5.3%
Work colleagues	0.2%	0.1%	0.2%	0.2%	0.1%
Other combinations <sup>(1)</sup>	15.1%	14.2%	16.0%	14.6%	15.2%

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

### How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	92.3%	92.5%	93.5%	92.3%	93.3%
Average rating (scale 1-10)	8.66	8.68	8.77	8.74	8.80

### How many are loyal to the destination?

Repeat tourists of the island	2012	2013	2014	2015	2016
Repeat tourists	47.6%	48.1%	47.9%	47.3%	48.5%
In love (at least 10 previous visits)	5.6%	6.0%	5.1%	5.8%	5.9%

### Where are they from?



Ten main source markets	2012	2013	2014	2015	2016
Germany	648,065	650,940	722,976	694,861	784,700
United Kingdom	290,579	313,631	368,776	400,915	466,838
France	68,612	86,403	83,417	103,746	114,823
Spanish Mainland	95,154	110,663	95,696	109,376	111,928
Italy	52,406	60,416	58,670	80,227	104,311
Netherlands	40,198	45,996	36,203	40,614	54,698
Switzerland	30,018	43,116	32,213	34,325	42,060
Poland	51,637	8,945	38,863	44,822	31,782
Austria	14,473	54,272	14,337	13,664	31,452
Ireland	23,748	22,568	28,141	32,278	30,397

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	93.6%	93.4%	93.3%	92.0%	92.6%
Beaches	64.0%	62.6%	61.4%	60.8%	58.3%
Tranquillity/rest/relaxation	50.2%	47.9%	47.5%	47.4%	44.5%
Scenery	10.8%	11.4%	12.7%	14.2%	13.5%
Security	5.2%	4.6%	4.9%	8.2%	12.6%
Visiting new places	13.4%	13.3%	13.5%	13.0%	12.5%
Price	12.3%	12.1%	14.3%	13.8%	12.5%
Ease of travel	7.1%	7.5%	6.6%	6.5%	7.3%
Suitable destination for children	7.4%	7.1%	9.3%	7.4%	7.2%
Nautical activities	4.4%	5.7%	5.1%	4.5%	5.3%
Quality of the environment	3.8%	3.4%	3.6%	4.3%	4.4%
Active tourism	2.3%	3.1%	2.6%	2.9%	3.6%
Culture	1.0%	1.1%	1.1%	1.0%	1.3%
Nightlife/fun	1.2%	1.3%	1.1%	1.2%	1.3%
Shopping	1.1%	1.3%	1.1%	1.3%	1.1%
Golf	0.9%	0.4%	0.6%	0.7%	0.8%

\* Multi-choice question

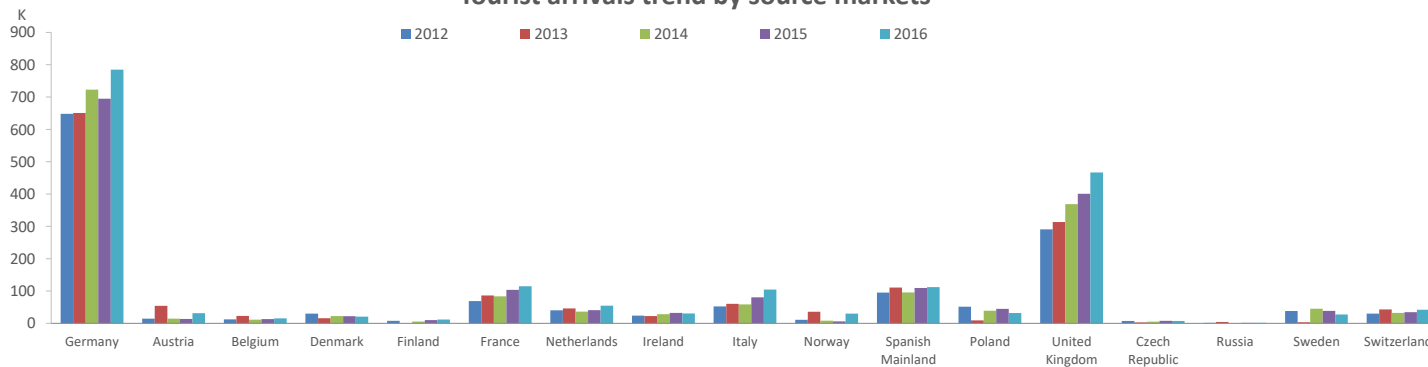
### What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	64.5%	64.1%	64.8%	64.5%	64.1%
Recommendation by friends or relatives	29.6%	31.1%	29.2%	30.3%	32.1%
The Canary Islands television channel	0.3%	0.2%	0.2%	0.5%	0.3%
Other television or radio channels	0.7%	0.5%	0.9%	0.7%	0.9%
Information in the press/magazines/books	5.0%	3.8%	4.8%	3.9%	3.6%
Attendance at a tourism fair	0.4%	0.5%	0.4%	0.4%	0.4%
Tour Operator's brochure or catalogue	14.8%	10.9%	12.1%	11.8%	10.3%
Recommendation by Travel Agency	16.0%	15.1%	14.3%	14.8%	14.4%
Information obtained via the Internet	27.0%	30.7%	29.1%	29.7%	30.1%
Senior Tourism programme	0.2%	0.0%	0.1%	0.2%	0.2%
Others	4.5%	4.7%	4.9%	4.1%	3.9%

\* Multi-choice question

### Tourist arrivals trend 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.