

# Tourist profile trend (2016)

## Fuerteventura: Fourth Quarter

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



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	371,091	407,337	398,938	437,284	495,222
Average daily expenditure (€)	123.05	128.02	124.15	129.39	133.16
. in their place of residence	96.75	100.39	98.52	100.35	106.09
. in the Canary Islands	26.30	27.63	25.63	29.04	27.07
Average length of stay	9.82	9.03	9.19	9.21	9.17
Turnover per tourist (€)	1,122	1,086	1,054	1,126	1,145
Total turnover (> 16 years old) (€m)	416	442	420	493	567
Share of total turnover	26.8%	27.3%	25.2%	26.6%	25.7%
Share of total tourist	25.8%	26.9%	25.0%	26.2%	25.9%

### Expenditure in the Canary Islands per tourist and trip (€) (\*)

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Accommodation (**):</b>	20.45	29.07	25.44	28.25	32.00
- Accommodation	17.17	22.67	20.79	24.07	26.51
- Additional accommodation expenses	3.28	6.40	4.65	4.18	5.48
<b>Transport:</b>	25.73	23.04	22.59	26.56	22.65
- Public transport	3.92	3.33	3.61	4.08	2.91
- Taxi	6.78	4.18	4.09	6.24	5.85
- Car rental	15.03	15.53	14.88	16.24	13.88
<b>Food and drink:</b>	95.59	86.39	84.14	99.53	89.89
- Food purchases at supermarkets	36.74	38.04	31.79	34.87	32.16
- Restaurants	58.85	48.34	52.36	64.66	57.73
<b>Souvenirs:</b>	52.36	54.48	48.66	46.78	49.66
<b>Leisure:</b>	31.15	20.84	26.41	31.75	27.76
- Organized excursions	10.61	7.56	9.01	10.20	9.81
- Leisure, amusement	2.99	2.04	3.14	2.92	2.44
- Trip to other islands	3.00	1.12	2.29	1.97	1.79
- Sporting activities	7.78	6.71	8.45	11.10	8.15
- Cultural activities	1.57	1.01	1.59	2.20	1.96
- Discos and disco-pubs	5.19	2.41	1.94	3.37	3.61
<b>Others:</b>	17.12	22.98	32.38	15.73	14.36
- Wellness	4.57	2.96	4.02	5.47	5.40
- Medical expenses	2.46	1.37	1.32	2.00	1.45
- Other expenses	10.09	18.65	27.04	8.26	7.50

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



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.2%	0.3%	0.4%	0.2%	0.2%
Between 2 and 7 days	9.3%	10.7%	7.5%	6.4%	5.4%
Between 8 and 15 days	11.7%	10.7%	10.1%	7.9%	7.4%
Between 16 and 30 days	18.4%	19.6%	17.9%	15.5%	17.6%
Between 31 and 90 days	33.1%	31.2%	34.4%	38.0%	33.2%
More than 90 days	27.3%	27.6%	29.7%	31.9%	36.3%

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



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	3.4%	4.2%	4.0%	3.8%	3.5%
Flight and accommodation (room only)	17.9%	14.0%	15.0%	17.1%	17.2%
Flight and accommodation (B&B)	3.4%	4.1%	4.1%	4.4%	4.2%
Flight and accommodation (half board)	19.1%	21.4%	16.9%	16.1%	16.4%
Flight and accommodation (full board)	3.8%	4.0%	5.8%	4.6%	5.1%
Flight and accommodation (all inclusive)	52.4%	52.3%	54.2%	53.9%	53.7%
<b>% Tourists using low-cost airlines</b>	30.5%	40.5%	43.8%	43.9%	47.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	10.5%	11.0%	11.1%	12.1%	11.5%
- Sporting activities	10.9%	8.9%	12.1%	10.0%	10.5%
- Excursions	3.7%	3.3%	4.4%	4.7%	3.7%
- Trip to other islands	1.0%	1.1%	1.4%	1.6%	0.9%

### How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Accommodation booking</b>					
<b>Tour Operator</b>	49.4%	44.5%	47.5%	45.8%	43.7%
- Tour Operator's website	68.8%	78.3%	67.1%	74.5%	75.6%
<b>Accommodation</b>	7.5%	8.4%	9.1%	10.9%	11.9%
- Accommodation's website	83.5%	86.8%	75.3%	82.0%	87.3%
<b>Travel agency (High street)</b>	28.2%	29.6%	26.8%	24.5%	25.7%
<b>Online Travel Agency (OTA)</b>	12.9%	14.6%	14.3%	16.5%	17.0%
<b>No need to book accommodation</b>	2.0%	2.8%	2.4%	2.3%	1.7%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Flight booking</b>					
<b>Tour Operator</b>	49.8%	47.8%	48.6%	48.1%	45.3%
- Tour Operator's website	64.0%	73.2%	66.7%	72.9%	68.5%
<b>Airline</b>	14.3%	15.3%	16.6%	16.9%	19.1%
- Airline's website	90.7%	95.6%	94.5%	95.9%	96.9%
<b>Travel agency (High street)</b>	26.0%	25.3%	24.3%	22.4%	23.6%
<b>Online Travel Agency (OTA)</b>	9.9%	11.6%	10.5%	12.5%	12.0%

### Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	2.0%	2.6%	3.2%	3.3%	3.0%
4* Hotel	52.0%	55.5%	52.8%	53.1%	54.4%
1-2-3* Hotel	21.4%	20.1%	21.1%	18.1%	18.4%
Apartment	22.4%	18.7%	20.0%	22.7%	22.4%
Property (privately-owned, friends, family)	1.8%	2.6%	2.0%	2.0%	1.1%
Others	0.5%	0.5%	0.8%	0.8%	0.7%

### Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Gender</b>					
Percentage of men	45.6%	45.8%	44.2%	47.3%	48.8%
Percentage of women	54.4%	54.2%	55.8%	52.7%	51.2%
<b>Age</b>					
Average age (tourists > 16 years old)	46.7	45.4	45.5	47.3	47.8
Standard deviation	14.9	14.1	13.8	15.1	14.8
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	5.6%	6.1%	5.7%	5.7%	5.1%
25-30 years old	13.6%	10.6%	10.5%	12.2%	9.8%
31-45 years old	26.3%	34.1%	34.2%	27.4%	31.3%
46-60 years old	35.3%	33.9%	34.6%	33.3%	32.1%
Over 60 years old	19.2%	15.4%	15.1%	21.4%	21.7%
<b>Occupation</b>					
Business owner or self-employed	20.6%	23.6%	20.9%	20.1%	21.5%
Upper/Middle management employee	43.2%	44.6%	45.2%	40.8%	40.7%
Auxiliary level employee	13.4%	11.0%	13.1%	14.2%	13.7%
Students	3.4%	3.1%	3.7%	3.1%	3.7%
Retired	17.4%	12.1%	14.8%	20.0%	18.7%
Unemployed / unpaid dom. work	1.9%	5.6%	2.3%	1.8%	1.7%
<b>Annual household income level</b>					
€12,000 - €24,000	17.0%	16.9%	14.8%	15.1%	14.4%
€24,001 - €36,000	20.5%	17.6%	18.2%	20.1%	17.4%
€36,001 - €48,000	18.5%	13.5%	16.6%	17.7%	18.2%
€48,001 - €60,000	14.0%	17.1%	17.1%	14.7%	13.9%
€60,001 - €72,000	10.4%	14.4%	9.1%	9.0%	9.8%
€72,001 - €84,000	6.3%	5.4%	5.7%	5.5%	6.6%
More than €84,000	13.3%	15.0%	18.4%	17.9%	19.7%

(\*) 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: Fourth Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4	Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	445,569	482,417	467,397	527,062	600,909	- Lanzarote	16.7%	16.3%	16.3%	17.0%	17.1%
- Fuerteventura	371,091	407,337	398,938	437,284	495,222	- Fuerteventura	13.9%	13.8%	14.0%	14.1%	14.1%
- Gran Canaria	788,308	901,778	863,399	951,656	1,064,140	- Gran Canaria	29.5%	30.6%	30.2%	30.6%	30.3%
- Tenerife	1,026,851	1,123,476	1,092,650	1,144,231	1,280,669	- Tenerife	38.5%	38.1%	38.2%	36.8%	36.5%
- La Palma	37,879	35,785	37,346	45,080	65,961	- La Palma	1.4%	1.2%	1.3%	1.5%	1.9%

### Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	9.2%	11.3%	7.8%	7.5%	7.2%
Only with partner	58.1%	54.2%	46.2%	56.0%	47.4%
Only with children (under the age of 13)	0.8%	1.1%	1.4%	0.9%	1.5%
Partner + children (under the age of 13)	8.4%	10.6%	16.6%	9.3%	15.1%
Other relatives	5.2%	5.7%	6.7%	6.4%	8.0%
Friends	4.6%	4.2%	4.7%	6.6%	4.2%
Work colleagues	0.0%	0.1%	0.4%	0.3%	0.1%
Other combinations <sup>(1)</sup>	13.7%	12.9%	16.3%	13.0%	16.6%

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

### How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	92.1%	94.6%	94.6%	93.9%	92.2%
Average rating (scale 1-10)	8.65	8.71	8.80	8.82	8.74

### How many are loyal to the destination?

Repeat tourists of the island	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	50.1%	53.3%	51.9%	51.2%	53.2%
In love (at least 10 previous visits)	7.1%	6.8%	6.5%	6.7%	7.8%

### Where are they from?



Ten main source markets	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Germany	171,046	186,784	186,339	179,428	206,401
United Kingdom	79,285	84,469	91,790	110,118	129,731
Italy	9,625	14,676	13,353	22,079	23,977
Spanish Mainland	15,022	21,118	18,773	21,126	22,080
France	12,917	15,229	14,963	18,654	18,541
Sweden	15,499	0	15,383	16,495	14,417
Netherlands	10,633	10,424	10,338	11,418	13,224
Switzerland	9,107	13,693	11,616	12,526	12,668
Poland	9,682	1,147	7,807	10,554	8,245
Ireland	8,468	5,533	6,932	7,979	8,145

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	94.8%	95.3%	94.4%	95.4%	94.3%
Beaches	67.0%	61.6%	59.9%	58.9%	57.4%
Tranquillity/rest/relaxation	47.5%	51.3%	46.9%	48.1%	46.1%
Price	9.3%	10.0%	13.5%	12.7%	12.3%
Security	6.3%	5.1%	6.3%	10.1%	11.9%
Visiting new places	11.4%	14.2%	11.9%	10.5%	11.6%
Scenery	11.2%	10.1%	11.3%	13.9%	10.7%
Ease of travel	6.9%	8.2%	7.1%	6.6%	8.0%
Suitable destination for children	4.7%	6.6%	10.9%	5.5%	7.9%
Nautical activities	4.4%	5.5%	4.7%	4.6%	4.6%
Quality of the environment	5.3%	3.4%	3.7%	4.6%	3.5%
Active tourism	2.4%	2.8%	3.1%	2.3%	3.0%
Culture	1.2%	0.8%	0.8%	1.5%	1.6%
Shopping	1.1%	0.5%	1.0%	1.2%	1.5%
Security against natural catastrophes	0.2%	0.6%	0.2%	0.7%	1.1%
Golf	1.2%	0.3%	0.4%	1.2%	0.8%

\* Multi-choice question

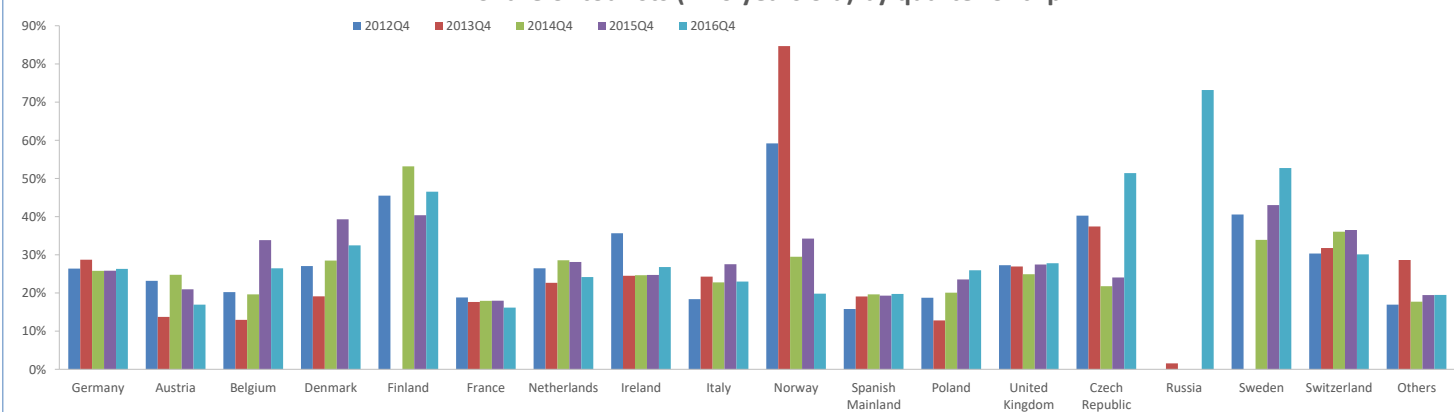
### What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	67.1%	71.0%	69.2%	70.2%	70.6%
Recommendation by friends or relatives	28.4%	26.7%	27.6%	30.6%	30.2%
The Canary Islands television channel	0.4%	0.1%	0.3%	0.4%	0.6%
Other television or radio channels	0.8%	0.4%	0.9%	0.7%	0.6%
Information in the press/magazines/books	4.8%	4.5%	4.1%	3.5%	2.7%
Attendance at a tourism fair	0.3%	0.3%	0.3%	0.2%	0.4%
Tour Operator's brochure or catalogue	11.0%	9.3%	9.0%	9.5%	9.4%
Recommendation by Travel Agency	13.5%	15.1%	13.5%	13.4%	11.7%
Information obtained via the Internet	27.0%	31.4%	27.4%	28.0%	28.3%
Senior Tourism programme	0.2%	0.0%	0.0%	0.2%	0.2%
Others	4.5%	5.7%	5.5%	4.2%	4.4%

\* Multi-choice question

### Share of tourists (> 16 years old) by quarter of trip



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.