

# Tourist profile trend (2016)

## Fuerteventura: First Quarter



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



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	372,165	366,481	363,967	394,726	473,171
Average daily expenditure (€)	113.14	117.58	115.52	120.13	129.92
. in their place of residence	87.80	90.75	89.61	94.04	99.90
. in the Canary Islands	25.34	26.83	25.91	26.09	30.02
Average length of stay	9.92	10.04	9.95	10.05	10.33
Turnover per tourist (€)	1,037	1,092	1,067	1,100	1,191
Total turnover (> 16 years old) (€m)	386	400	389	434	563
Share of total turnover	24.9%	24.7%	23.3%	23.5%	25.6%
Share of total tourist	25.8%	24.2%	22.8%	23.7%	24.7%

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

<b>Accommodation (**):</b>	22.51	24.09	28.20	25.48	38.49
- Accommodation	17.80	19.12	23.75	20.38	34.43
- Additional accommodation expenses	4.70	4.97	4.45	5.10	4.06
<b>Transport:</b>	25.06	31.85	25.72	25.74	27.35
- Public transport	4.59	4.31	4.17	2.68	5.97
- Taxi	4.85	5.33	5.15	5.00	6.46
- Car rental	15.61	22.21	16.40	18.07	14.93
<b>Food and drink:</b>	92.34	94.89	86.02	97.63	118.50
- Food purchases at supermarkets	35.96	42.75	31.03	36.01	42.77
- Restaurants	56.39	52.15	54.99	61.63	75.74
<b>Souvenirs:</b>	60.21	51.29	63.13	52.86	44.44
<b>Leisure:</b>	26.72	28.61	27.10	23.59	38.60
- Organized excursions	12.11	10.10	9.69	8.21	10.17
- Leisure, amusement	3.42	1.87	2.37	2.38	2.92
- Trip to other islands	2.23	3.19	2.55	2.59	4.65
- Sporting activities	4.40	8.21	8.28	6.13	13.46
- Cultural activities	0.80	0.81	1.52	1.78	3.58
- Discos and disco-pubs	3.75	4.43	2.69	2.49	3.81
<b>Others:</b>	16.07	19.47	10.75	14.84	18.02
- Wellness	6.36	6.50	3.10	3.08	3.91
- Medical expenses	2.59	2.06	1.68	4.54	2.19
- Other expenses	7.11	10.91	5.97	7.22	11.92

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



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.4%	0.2%	0.2%	0.3%	0.3%
Between 2 and 7 days	9.5%	6.3%	8.0%	6.4%	5.7%
Between 8 and 15 days	11.9%	12.6%	11.9%	10.0%	10.1%
Between 16 and 30 days	22.8%	18.7%	22.0%	17.7%	18.3%
Between 31 and 90 days	32.5%	39.8%	30.4%	37.2%	36.4%
More than 90 days	22.9%	22.3%	27.5%	28.4%	29.2%

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



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	4.7%	4.7%	4.5%	4.5%	3.7%
Flight and accommodation (room only)	14.0%	18.4%	15.1%	18.0%	17.8%
Flight and accommodation (B&B)	2.7%	3.0%	2.5%	3.6%	7.0%
Flight and accommodation (half board)	20.8%	22.9%	17.1%	17.2%	20.0%
Flight and accommodation (full board)	3.9%	4.9%	4.2%	4.1%	3.7%
Flight and accommodation (all inclusive)	53.8%	46.1%	56.7%	52.7%	47.8%
<b>% Tourists using low-cost airlines</b>	26.6%	36.6%	38.2%	36.2%	47.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	8.6%	14.8%	9.4%	13.7%	11.5%
- Sporting activities	11.1%	10.2%	8.7%	11.9%	11.1%
- Excursions	3.7%	4.1%	4.9%	4.9%	5.8%
- Trip to other islands	0.8%	1.7%	2.1%	1.5%	1.2%

### How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Accommodation booking</b>					
<b>Tour Operator</b>	56.7%	47.8%	51.7%	49.5%	45.2%
- Tour Operator's website	62.6%	73.1%	68.3%	77.9%	75.7%
<b>Accommodation</b>	6.0%	9.6%	8.7%	10.8%	12.3%
- Accommodation's website	82.5%	79.4%	91.1%	82.5%	84.1%
<b>Travel agency (High street)</b>	22.5%	26.9%	25.9%	20.9%	22.0%
<b>Online Travel Agency (OTA)</b>	11.4%	13.2%	11.8%	16.2%	18.0%
<b>No need to book accommodation</b>	3.4%	2.6%	2.0%	2.5%	2.4%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Flight booking</b>					
<b>Tour Operator</b>	62.1%	50.2%	52.3%	51.4%	47.8%
- Tour Operator's website	60.7%	70.0%	68.4%	73.9%	72.1%
<b>Airline</b>	10.1%	14.7%	15.8%	16.7%	17.9%
- Airline's website	94.5%	94.4%	90.6%	97.8%	96.7%
<b>Travel agency (High street)</b>	18.4%	25.0%	22.9%	18.7%	19.9%
<b>Online Travel Agency (OTA)</b>	9.4%	10.1%	9.0%	13.2%	14.4%

### Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>5* Hotel</b>	2.5%	2.8%	2.3%	3.0%	4.2%
<b>4* Hotel</b>	52.7%	51.4%	51.9%	53.0%	49.9%
<b>1-2-3* Hotel</b>	23.9%	17.2%	21.8%	19.4%	19.5%
<b>Apartment</b>	17.6%	26.2%	21.7%	21.6%	23.5%
<b>Property (privately-owned, friends, family)</b>	2.7%	2.2%	1.8%	2.2%	2.2%
<b>Others</b>	0.5%	0.3%	0.6%	0.7%	0.7%

### Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Gender</b>					
Percentage of men	46.5%	44.1%	48.8%	49.1%	52.1%
Percentage of women	53.5%	55.9%	51.2%	50.9%	47.9%

<b>Age</b>					
Average age (tourists > 16 years old)	48.5	47.9	49.7	48.2	47.1
Standard deviation	15.3	14.8	14.7	14.9	14.6

<b>Age range (&gt; 16 years old)</b>					
16-24 years old	6.8%	5.2%	5.9%	5.2%	5.3%
25-30 years old	9.9%	9.8%	6.9%	11.5%	10.0%
31-45 years old	24.4%	31.0%	26.1%	26.5%	33.4%
46-60 years old	33.8%	29.7%	34.1%	33.5%	30.8%
Over 60 years old	25.0%	24.3%	27.1%	23.2%	20.5%

<b>Occupation</b>					
Business owner or self-employed	20.1%	24.0%	22.7%	22.0%	20.7%
Upper/Middle management employee	34.3%	35.6%	35.9%	38.8%	40.3%
Auxiliary level employee	12.3%	12.7%	11.1%	12.4%	12.3%
Students	4.9%	3.9%	4.4%	3.1%	5.9%
Retired	26.0%	21.6%	24.1%	21.6%	19.2%
Unemployed / unpaid dom. work	2.4%	2.2%	1.7%	2.0%	1.5%

<b>Annual household income level</b>					
€12,000 - €24,000	19.0%	17.2%	16.7%	16.7%	15.0%
€24,001 - €36,000	20.7%	20.3%	18.9%	18.0%	19.5%
€36,001 - €48,000	19.7%	20.2%	18.7%	18.4%	20.7%
€48,001 - €60,000	12.7%	15.0%	15.6%	16.5%	15.2%
€60,001 - €72,000	9.3%	7.2%	9.6%	8.5%	8.9%
€72,001 - €84,000	4.9%	4.3%	6.1%	5.8%	5.1%
More than €84,000	13.7%	15.9%	14.4%	16.1%	15.6%

(\*) 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: First Quarter



### Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	427,944	429,077	466,498	483,781	560,886
- Fuerteventura	372,165	366,481	363,967	394,726	473,171
- Gran Canaria	828,230	819,171	895,237	871,881	991,937
- Tenerife	1,085,591	1,059,587	1,150,121	1,179,865	1,261,312
- La Palma	40,340	48,806	36,356	42,548	61,898

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	15.5%	15.8%	16.0%	16.3%	16.7%
- Fuerteventura	13.5%	13.5%	12.5%	13.3%	14.1%
- Gran Canaria	30.1%	30.1%	30.7%	29.3%	29.6%
- Tenerife	39.4%	38.9%	39.5%	39.7%	37.7%
- La Palma	1.5%	1.8%	1.2%	1.4%	1.8%

### Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	10.6%	11.4%	8.3%	8.5%	11.4%
Only with partner	59.4%	57.7%	58.6%	59.6%	53.0%
Only with children (under the age of 13)	1.2%	1.0%	0.5%	0.5%	0.7%
Partner + children (under the age of 13)	8.5%	7.3%	9.5%	9.8%	10.7%
Other relatives	4.1%	5.0%	4.0%	5.4%	4.8%
Friends	5.4%	6.4%	6.2%	4.9%	6.6%
Work colleagues	0.2%	0.1%	0.2%	0.3%	0.2%
Other combinations <sup>(1)</sup>	10.5%	11.2%	12.7%	10.9%	12.6%

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

### How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	90.3%	89.9%	91.3%	88.9%	93.5%
Average rating (scale 1-10)	8.54	8.58	8.66	8.47	8.81

### How many are loyal to the destination?

Repeat tourists of the island	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	51.6%	50.6%	54.4%	51.4%	53.2%
In love (at least 10 previous visits)	5.9%	6.8%	4.4%	7.4%	7.3%

### Where are they from?



Ten main source markets	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Germany	166,449	159,836	165,972	175,214	195,204
United Kingdom	72,158	73,274	80,215	89,558	111,806
France	16,940	25,076	21,132	25,719	24,628
Norway	3,350	1,295	3,205	3,126	20,933
Spanish Mainland	14,984	16,810	9,762	14,119	19,760
Italy	11,026	9,337	10,290	12,700	18,011
Netherlands	10,598	15,881	10,152	11,204	14,439
Sweden	20,041	2,718	21,020	16,070	12,937
Austria	5,022	20,855	4,011	3,126	10,858
Switzerland	7,644	10,703	5,362	5,594	8,408

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	95.0%	94.7%	96.3%	94.5%	95.3%
Beaches	54.7%	54.2%	52.5%	52.9%	49.5%
Tranquillity/rest/relaxation	50.4%	49.1%	48.4%	47.6%	45.0%
Price	14.8%	11.4%	14.9%	14.4%	15.5%
Scenery	11.4%	11.3%	14.1%	17.2%	15.1%
Security	5.9%	6.7%	4.7%	6.8%	12.6%
Visiting new places	12.2%	14.1%	12.4%	11.5%	10.0%
Ease of travel	10.8%	9.8%	9.9%	9.1%	8.4%
Quality of the environment	3.1%	3.6%	4.3%	3.4%	5.8%
Suitable destination for children	5.3%	3.8%	4.6%	5.0%	5.7%
Active tourism	2.7%	3.3%	3.5%	3.6%	5.4%
Nautical activities	3.3%	3.5%	3.5%	3.6%	5.3%
Nightlife/fun	1.6%	1.4%	1.6%	1.3%	1.7%
Culture	1.0%	1.9%	1.2%	0.5%	1.6%
Golf	1.2%	0.7%	1.0%	0.9%	1.1%
Shopping	1.1%	1.2%	1.2%	1.4%	0.7%

\* Multi-choice question

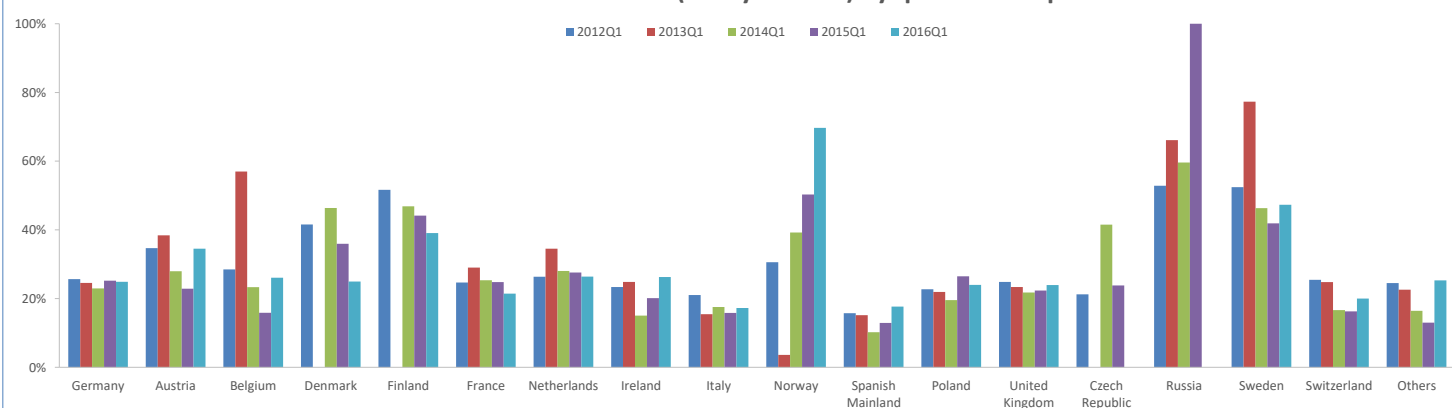
### What did motivate them to come?



Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	71.9%	67.3%	72.6%	71.7%	68.0%
Recommendation by friends or relatives	26.1%	29.6%	26.4%	26.9%	30.7%
The Canary Islands television channel	0.2%	0.2%	0.2%	0.4%	0.3%
Other television or radio channels	0.8%	0.6%	0.9%	0.9%	0.9%
Information in the press/magazines/books	4.8%	3.0%	5.3%	4.0%	4.0%
Attendance at a tourism fair	0.3%	0.4%	0.5%	0.6%	0.3%
Tour Operator's brochure or catalogue	14.7%	10.2%	9.5%	10.7%	6.9%
Recommendation by Travel Agency	13.5%	9.6%	11.7%	10.8%	12.7%
Information obtained via the Internet	23.9%	29.8%	26.8%	28.5%	32.5%
Senior Tourism programme	0.1%	0.1%	0.1%	0.2%	0.1%
Others	4.1%	3.4%	4.3%	4.1%	4.1%

\* 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.