

Tourist profile trend (2016)

Fuerteventura: Second Quarter



How many are they and how much do they spend?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	310,869	328,775	391,383	388,881	461,607
Average daily expenditure (€)	116.49	113.86	114.65	116.80	120.66
. in their place of residence	92.04	88.53	91.06	91.48	94.53
. in the Canary Islands	24.46	25.33	23.60	25.32	26.13
Average length of stay	9.11	9.47	9.08	9.27	9.05
Turnover per tourist (€)	976	987	976	998	1,021
Total turnover (> 16 years old) (€m)	303	325	382	388	471
Share of total turnover	19.5%	20.0%	22.9%	21.0%	21.4%
Share of total tourist	21.6%	21.7%	24.5%	23.3%	24.1%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
Accommodation (**):	19.19	28.10	18.92	26.25	20.38
- Accommodation	14.14	21.05	15.52	22.26	15.48
- Additional accommodation expenses	5.06	7.05	3.40	3.99	4.90
Transport:	19.50	21.41	20.82	21.39	20.29
- Public transport	2.39	2.80	4.02	2.81	2.66
- Taxi	4.11	4.12	3.57	3.86	4.61
- Car rental	13.01	14.49	13.24	14.72	13.01
Food and drink:	70.06	89.07	75.29	79.48	83.97
- Food purchases at supermarkets	27.77	43.07	28.41	29.88	32.18
- Restaurants	42.29	46.01	46.88	49.59	51.79
Souvenirs:	54.58	51.18	46.88	53.75	52.79
Leisure:	27.35	22.43	27.37	25.19	32.50
- Organized excursions	11.43	8.33	10.38	9.15	11.12
- Leisure, amusement	2.72	2.99	2.25	2.10	2.71
- Trip to other islands	1.07	1.73	2.09	1.97	2.63
- Sporting activities	8.54	5.93	8.59	7.71	9.80
- Cultural activities	0.90	0.71	1.34	1.50	2.17
- Discos and disco-pubs	2.69	2.74	2.72	2.75	4.07
Others:	17.00	12.15	11.67	11.26	11.00
- Wellness	5.67	3.99	3.07	2.51	3.42
- Medical expenses	1.32	1.68	1.49	1.35	2.17
- Other expenses	10.01	6.47	7.12	7.40	5.41

How far in advance do they book their trip?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.3%	0.2%	0.3%	0.4%	0.3%
Between 2 and 7 days	9.5%	7.1%	8.8%	7.5%	6.9%
Between 8 and 15 days	10.1%	15.1%	9.4%	8.4%	7.6%
Between 16 and 30 days	16.2%	21.1%	18.1%	13.4%	14.5%
Between 31 and 90 days	34.3%	31.5%	34.5%	38.7%	36.2%
More than 90 days	29.5%	25.1%	28.8%	31.5%	34.5%

What do they book at their place of residence?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	5.1%	6.1%	4.9%	3.8%	4.1%
Flight and accommodation (room only)	11.4%	15.0%	12.5%	14.9%	13.3%
Flight and accommodation (B&B)	2.2%	2.4%	2.9%	3.9%	2.5%
Flight and accommodation (half board)	21.3%	20.6%	19.2%	16.3%	20.8%
Flight and accommodation (full board)	4.2%	5.1%	4.4%	4.1%	4.9%
Flight and accommodation (all inclusive)	55.8%	50.8%	56.1%	57.0%	54.3%
% Tourists using low-cost airlines	31.4%	42.5%	39.2%	48.4%	50.6%
Other expenses in their place of residence:					
- Car rental	9.9%	14.0%	9.4%	13.2%	11.7%
- Sporting activities	13.0%	11.1%	10.8%	11.6%	10.7%
- Excursions	3.9%	5.8%	4.5%	5.0%	5.7%
- Trip to other islands	0.8%	1.6%	1.6%	1.5%	1.6%

How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Accommodation booking					
Tour Operator	51.4%	39.4%	46.7%	46.2%	44.3%
- Tour Operator's website	68.5%	70.6%	70.0%	72.3%	72.2%
Accommodation	6.9%	13.4%	8.3%	10.8%	9.7%
- Accommodation's website	80.3%	84.6%	85.2%	85.3%	85.8%
Travel agency (High street)	24.9%	26.7%	27.8%	24.3%	25.0%
Online Travel Agency (OTA)	12.9%	16.7%	14.6%	16.3%	18.5%
No need to book accommodation	3.9%	3.8%	2.5%	2.4%	2.5%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight booking					
Tour Operator	58.9%	39.1%	48.0%	47.9%	46.8%
- Tour Operator's website	65.8%	65.0%	67.6%	68.7%	70.6%
Airline	11.1%	21.9%	15.3%	19.0%	15.4%
- Airline's website	97.9%	96.0%	96.7%	94.7%	94.3%
Travel agency (High street)	20.7%	25.0%	25.8%	21.2%	23.8%
Online Travel Agency (OTA)	9.4%	14.0%	10.9%	11.8%	13.9%

Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	2.3%	3.3%	3.1%	3.3%	3.5%
4* Hotel	51.7%	53.1%	54.7%	55.3%	56.4%
1-2-3* Hotel	24.5%	19.3%	19.9%	18.6%	19.4%
Apartment	17.8%	20.7%	19.1%	20.7%	17.7%
Property (privately-owned, friends, family)	3.1%	2.8%	2.7%	1.7%	1.9%
Others	0.6%	0.9%	0.5%	0.4%	1.2%

Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Gender					
Percentage of men	46.5%	40.3%	44.8%	43.6%	44.7%
Percentage of women	53.5%	59.7%	55.2%	56.4%	55.3%

Age					
Average age (tourists > 16 years old)	44.5	43.5	45.0	44.6	44.7
Standard deviation	13.8	14.4	14.5	14.7	14.7

Age range (> 16 years old)					
16-24 years old	7.6%	7.2%	7.4%	7.8%	7.0%
25-30 years old	11.5%	15.1%	11.2%	13.5%	14.2%
31-45 years old	32.4%	35.8%	34.1%	32.3%	31.3%
46-60 years old	35.2%	27.6%	30.6%	30.2%	31.2%
Over 60 years old	13.3%	14.4%	16.6%	16.3%	16.3%

Occupation					
Business owner or self-employed	22.2%	20.3%	18.6%	19.9%	18.1%
Upper/Middle management employee	45.6%	45.8%	42.7%	42.2%	44.9%
Auxiliary level employee	13.5%	12.7%	15.1%	15.1%	14.0%
Students	4.7%	5.6%	4.4%	5.0%	4.7%
Retired	11.7%	12.4%	15.5%	14.8%	15.8%
Unemployed / unpaid dom. work	2.3%	3.3%	3.7%	3.0%	2.5%

Annual household income level					
€12,000 - €24,000	13.7%	22.5%	16.8%	18.4%	16.6%
€24,001 - €36,000	18.4%	19.9%	18.0%	18.6%	19.9%
€36,001 - €48,000	16.7%	12.6%	19.1%	18.0%	16.5%
€48,001 - €60,000	14.3%	12.8%	16.9%	15.1%	15.7%
€60,001 - €72,000	12.1%	10.0%	10.0%	8.1%	12.1%
€72,001 - €84,000	7.5%	5.9%	6.3%	6.5%	4.1%
More than €84,000	17.3%	16.4%	12.8%	15.3%	15.0%

(*) 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.

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Fuerteventura: Second Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	401,337	417,411	469,065	478,832	562,021
- Fuerteventura	310,869	328,775	391,383	388,881	461,607
- Gran Canaria	538,226	530,449	586,170	605,205	750,985
- Tenerife	855,260	880,137	952,834	938,517	1,159,088
- La Palma	27,363	25,365	29,530	36,959	46,894

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	18.8%	19.1%	19.3%	19.6%	18.9%
- Fuerteventura	14.6%	15.1%	16.1%	15.9%	15.5%
- Gran Canaria	25.2%	24.3%	24.1%	24.7%	25.2%
- Tenerife	40.1%	40.3%	39.2%	38.3%	38.9%
- La Palma	1.3%	1.2%	1.2%	1.5%	1.6%

Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	7.0%	9.9%	7.7%	7.6%	8.6%
Only with partner	49.4%	46.9%	53.2%	57.5%	55.3%
Only with children (under the age of 13)	1.8%	1.6%	1.6%	0.5%	0.7%
Partner + children (under the age of 13)	15.3%	16.6%	14.7%	12.1%	11.7%
Other relatives	6.7%	6.5%	5.4%	5.9%	6.1%
Friends	4.4%	5.7%	4.7%	4.4%	6.8%
Work colleagues	0.2%	0.4%	0.0%	0.2%	0.1%
Other combinations ⁽¹⁾	15.2%	12.3%	12.8%	11.8%	10.7%

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

How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	93.8%	92.0%	94.4%	94.7%	94.6%
Average rating (scale 1-10)	8.76	8.66	8.85	8.89	8.86

How many are loyal to the destination?

Repeat tourists of the island	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	50.4%	49.8%	46.8%	48.1%	48.5%
In love (at least 10 previous visits)	6.4%	6.5%	6.4%	6.4%	5.1%

Where are they from?



Ten main source markets	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Germany	141,730	142,503	180,392	162,477	197,463
United Kingdom	67,641	75,862	94,314	94,423	114,393
France	17,864	22,632	23,415	29,200	32,731
Italy	10,835	11,439	14,198	18,576	26,216
Spanish Mainland	22,662	23,925	23,543	26,397	26,007
Netherlands	6,785	8,241	6,885	10,091	14,110
Switzerland	6,495	6,132	7,842	8,921	10,411
Austria	2,308	5,750	2,119	2,589	9,033
Ireland	4,830	5,599	7,112	8,489	7,394
Denmark	3,311	5,747	2,877	2,451	5,521

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	93.3%	94.5%	92.5%	91.2%	92.0%
Beaches	63.4%	63.7%	60.8%	62.6%	59.8%
Tranquillity/rest/relaxation	52.4%	46.2%	48.7%	49.6%	41.7%
Price	13.7%	14.5%	13.6%	14.3%	13.8%
Scenery	10.2%	12.3%	11.2%	13.4%	13.5%
Visiting new places	12.5%	10.5%	12.3%	13.8%	13.1%
Security	4.9%	3.0%	5.7%	6.4%	12.9%
Ease of travel	6.9%	9.6%	6.5%	6.2%	7.9%
Suitable destination for children	10.9%	7.6%	9.9%	6.7%	6.4%
Nautical activities	4.7%	5.0%	5.6%	4.9%	5.8%
Quality of the environment	3.4%	3.4%	3.6%	4.6%	4.6%
Active tourism	2.1%	2.3%	2.5%	3.0%	3.8%
Shopping	0.9%	2.3%	1.2%	1.0%	1.8%
Nightlife/fun	0.5%	1.9%	0.6%	1.0%	1.6%
Culture	1.1%	0.9%	1.5%	1.0%	0.7%
Golf	0.5%	0.2%	0.8%	0.4%	0.5%

* Multi-choice question

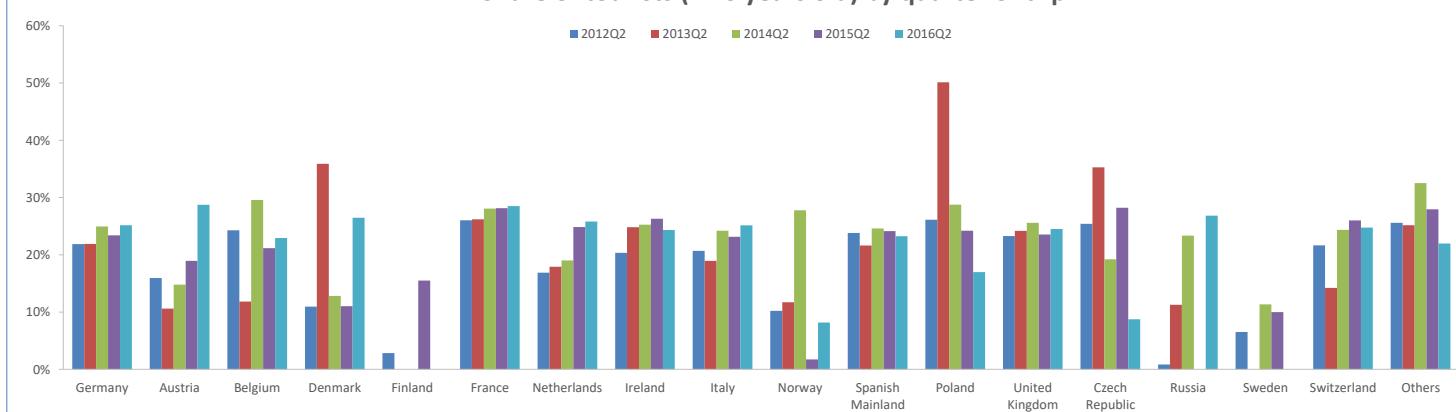
What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	64.6%	65.7%	62.7%	61.8%	63.3%
Recommendation by friends or relatives	32.6%	31.3%	30.8%	29.3%	33.8%
The Canary Islands television channel	0.1%	0.1%	0.3%	0.6%	0.1%
Other television or radio channels	0.5%	0.2%	0.8%	0.6%	1.2%
Information in the press/magazines/books	5.7%	3.8%	4.3%	3.7%	3.4%
Attendance at a tourism fair	0.7%	0.6%	0.3%	0.2%	0.5%
Tour Operator's brochure or catalogue	13.8%	10.0%	12.9%	11.7%	10.6%
Recommendation by Travel Agency	14.8%	15.6%	13.6%	14.2%	12.8%
Information obtained via the Internet	27.6%	29.9%	28.7%	30.4%	29.1%
Senior Tourism programme	0.0%	0.0%	0.2%	0.2%	0.5%
Others	4.8%	4.9%	4.9%	4.7%	3.4%

* 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.