

Tourist profile trend (2017)

Fuerteventura: Third Quarter



How many are they and how much do they spend?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Tourist arrivals (> 16 years old)	411,931	440,855	447,593	484,107	493,948
Average daily expenditure (€)	118.37	117.78	132.00	133.89	138.80
. in their place of residence	94.53	95.34	105.38	106.82	109.63
. in the Canary Islands	23.84	22.44	26.62	27.07	29.17
Average length of stay	9.93	9.76	9.75	9.91	9.74
Turnover per tourist (€)	1,100	1,083	1,198	1,244	1,264
Total turnover (> 16 years old) (€m)	453	478	536	602	624
Share of total turnover	28.0%	28.6%	29.0%	27.3%	--
Share of total tourist	27.2%	27.6%	26.8%	25.3%	--

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

Accommodation (**):	28.24	18.12	29.94	23.70	38.29
- Accommodation	22.40	14.85	26.26	17.30	34.29
- Additional accommodation expenses	5.84	3.27	3.68	6.40	4.00
Transport:	24.34	21.35	26.01	24.25	21.18
- Public transport	3.43	3.12	2.69	3.83	3.67
- Taxi	4.26	5.22	4.78	4.60	3.84
- Car rental	16.64	13.02	18.54	15.82	13.67
Food and drink:	77.94	73.37	81.22	97.56	95.78
- Food purchases at supermarkets	33.89	29.03	30.25	33.60	37.45
- Restaurants	44.04	44.34	50.97	63.96	58.32
Souvenirs:	54.31	49.48	46.46	48.11	51.28
Leisure:	33.93	36.86	43.69	49.78	46.93
- Organized excursions	12.84	15.07	17.80	19.70	20.63
- Leisure, amusement	3.03	3.26	4.37	4.68	4.24
- Trip to other islands	2.77	3.53	2.97	3.70	3.08
- Sporting activities	9.70	10.91	12.88	13.32	11.23
- Cultural activities	1.78	1.73	1.58	3.40	2.64
- Discos and disco-pubs	3.80	2.37	4.10	4.99	5.11
Others:	8.88	12.11	14.24	10.93	14.25
- Wellness	2.62	2.64	3.26	4.16	3.30
- Medical expenses	1.05	0.91	1.36	1.82	1.82
- Other expenses	5.22	8.57	9.62	4.94	9.12

How far in advance do they book their trip?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
The same day they leave	0.3%	0.1%	0.4%	0.3%	0.1%
Between 2 and 7 days	4.6%	9.2%	5.3%	4.6%	5.4%
Between 8 and 15 days	10.1%	8.9%	8.6%	6.4%	7.3%
Between 16 and 30 days	18.0%	14.3%	15.9%	13.3%	10.0%
Between 31 and 90 days	32.6%	26.9%	28.5%	29.1%	28.7%
More than 90 days	34.5%	40.6%	41.4%	46.4%	48.5%

What do they book at their place of residence?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Flight only	4.7%	3.1%	3.3%	4.0%	3.1%
Flight and accommodation (room only)	14.9%	12.5%	12.9%	12.8%	14.8%
Flight and accommodation (B&B)	1.4%	1.6%	2.5%	2.9%	3.3%
Flight and accommodation (half board)	17.8%	15.4%	15.8%	20.2%	16.0%
Flight and accommodation (full board)	5.0%	4.2%	3.6%	5.1%	5.7%
Flight and accommodation (all inclusive)	56.3%	63.2%	61.8%	55.0%	57.0%
% Tourists using low-cost airlines	40.3%	38.7%	44.7%	46.2%	49.1%
Other expenses in their place of residence:					
- Car rental	10.4%	8.5%	12.8%	11.4%	13.0%
- Sporting activities	13.8%	10.4%	10.4%	10.8%	9.8%
- Excursions	4.5%	4.0%	6.6%	7.0%	8.1%
- Trip to other islands	1.6%	1.0%	0.8%	1.5%	1.6%

How do they book?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Accommodation booking					
Tour Operator	40.0%	43.0%	42.7%	41.5%	43.8%
- Tour Operator's website	72.9%	71.5%	73.1%	72.5%	76.7%
Accommodation	10.3%	8.0%	11.1%	9.2%	8.8%
- Accommodation's website	78.2%	83.0%	81.5%	88.4%	86.6%
Travel agency (High street)	30.3%	32.8%	29.5%	32.5%	30.1%
Online Travel Agency (OTA)	17.4%	14.4%	14.4%	14.3%	15.1%
No need to book accommodation	2.1%	1.9%	2.3%	2.4%	2.3%

	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Flight booking					
Tour Operator	41.9%	45.3%	47.4%	44.1%	45.8%
- Tour Operator's website	67.3%	68.6%	72.2%	69.0%	76.4%
Airline	18.1%	12.2%	13.6%	16.0%	14.0%
- Airline's website	94.7%	92.8%	96.4%	94.3%	95.5%
Travel agency (High street)	27.5%	30.4%	27.6%	29.9%	28.0%
Online Travel Agency (OTA)	12.5%	12.0%	11.4%	10.1%	12.2%

Where do they stay?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
5* Hotel	2.5%	2.2%	3.7%	3.4%	3.5%
4* Hotel	53.0%	53.9%	55.8%	56.6%	53.4%
1-2-3* Hotel	18.6%	22.5%	19.3%	17.5%	19.0%
Apartment	23.6%	19.6%	18.5%	19.5%	21.7%
Property (privately-owned, friends, family)	1.7%	1.5%	2.0%	2.1%	1.4%
Others	0.5%	0.3%	0.7%	0.8%	0.9%

Who are they?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Gender					
Percentage of men	39.7%	45.9%	45.7%	47.6%	43.2%
Percentage of women	60.3%	54.1%	54.3%	52.4%	56.8%
Age					
Average age (tourists > 16 years old)	38.6	38.8	39.8	41.7	42.6
Standard deviation	12.3	12.5	12.3	14.0	14.0

Age range (> 16 years old)					
16-24 years old	13.0%	15.8%	13.5%	12.2%	11.7%
25-30 years old	19.1%	16.3%	14.3%	13.9%	12.2%
31-45 years old	38.6%	35.0%	38.4%	34.3%	33.9%
46-60 years old	25.6%	28.7%	29.1%	28.9%	30.6%
Over 60 years old	3.8%	4.2%	4.8%	10.7%	11.6%

Occupation					
Business owner or self-employed	20.9%	19.1%	20.3%	17.5%	19.3%
Upper/Middle management employee	45.2%	46.5%	47.0%	48.4%	44.1%
Auxiliary level employee	17.6%	17.4%	17.5%	15.1%	17.5%
Students	9.6%	10.6%	8.4%	8.4%	7.7%
Retired	3.6%	3.4%	4.2%	8.8%	10.2%
Unemployed / unpaid dom. work	3.1%	3.0%	2.6%	1.8%	1.2%

Annual household income level					
€12,000 - €24,000	20.4%	22.0%	17.6%	19.6%	21.0%
€24,001 - €36,000	17.5%	21.7%	20.1%	18.8%	20.7%
€36,001 - €48,000	16.7%	17.5%	16.6%	18.0%	15.4%
€48,001 - €60,000	17.2%	14.8%	16.8%	14.8%	15.5%
€60,001 - €72,000	7.3%	5.7%	9.1%	9.0%	8.8%
€72,001 - €84,000	5.6%	4.8%	5.5%	4.8%	5.0%
More than €84,000	15.4%	13.6%	14.3%	15.1%	13.7%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
- Lanzarote	491,243	508,699	544,296	604,857	645,448
- Fuerteventura	411,931	440,855	447,593	484,107	493,948
- Gran Canaria	625,351	656,504	675,982	847,744	910,485
- Tenerife	933,438	997,622	987,323	1,184,832	1,237,883
- La Palma	33,517	35,685	38,837	46,789	57,969

Share (%)	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
- Lanzarote	19.7%	19.3%	20.2%	19.1%	19.3%
- Fuerteventura	16.5%	16.7%	16.6%	15.3%	14.8%
- Gran Canaria	25.1%	24.9%	25.1%	26.8%	27.2%
- Tenerife	37.4%	37.8%	36.6%	37.4%	37.0%
- La Palma	1.3%	1.4%	1.4%	1.5%	1.7%

Who do they come with?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Unaccompanied	5.3%	4.8%	4.8%	5.4%	4.9%
Only with partner	42.8%	40.9%	40.2%	45.2%	39.5%
Only with children (under the age of 13)	2.9%	2.5%	1.8%	2.4%	3.3%
Partner + children (under the age of 13)	17.3%	20.6%	19.9%	17.0%	19.0%
Other relatives	7.1%	5.8%	7.1%	5.6%	6.5%
Friends	4.8%	4.1%	4.3%	3.6%	4.8%
Work colleagues	0.1%	0.1%	0.2%	0.1%	0.1%
Other combinations ⁽¹⁾	19.5%	21.2%	21.7%	20.7%	21.9%

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

How do they rate the destination?



Impression of their stay	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Good or very good (% tourists)	93.0%	93.4%	91.9%	93.2%	93.4%
Average rating (scale 1-10)	8.75	8.74	8.75	8.80	8.80

How many are loyal to the destination?

Repeat tourists of the island	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Repeat tourists	39.5%	39.9%	39.3%	38.9%	40.8%
In love (at least 10 previous visits)	4.0%	3.3%	3.1%	3.5%	2.9%

Where are they from?



Ten main source markets	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Germany	161,819	190,273	177,741	185,632	191,782
United Kingdom	80,026	102,458	106,816	110,909	119,089
Spanish Mainland	48,811	43,618	47,734	44,079	38,229
Italy	24,964	20,829	26,872	36,107	33,432
France	23,466	23,907	30,174	38,923	29,347
Netherlands	11,449	8,828	7,901	12,926	22,295
Poland	1,352	12,283	11,543	10,516	19,912
Switzerland	12,588	7,393	7,284	10,572	13,931
Ireland	5,833	9,866	9,306	6,865	7,445
Denmark	7,201	2,774	3,048	3,354	4,445

Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Climate/sun	89.6%	90.4%	86.9%	88.8%	90.6%
Beaches	70.1%	70.7%	68.2%	66.5%	67.5%
Tranquillity/rest/relaxation	45.0%	46.3%	44.7%	45.0%	45.4%
Visiting new places	14.1%	16.8%	15.9%	15.3%	16.0%
Scenery	12.0%	14.2%	12.5%	14.8%	14.3%
Price	12.8%	15.2%	13.8%	8.6%	10.7%
Suitable destination for children	9.9%	11.1%	11.8%	8.7%	10.0%
Security	3.5%	3.2%	8.9%	13.1%	9.6%
Nautical activities	8.5%	6.2%	4.8%	5.6%	4.2%
Quality of the environment	3.3%	3.0%	4.4%	3.8%	4.0%
Ease of travel	3.0%	3.7%	4.6%	5.0%	3.0%
Active tourism	4.0%	1.5%	2.8%	2.1%	2.6%
Shopping	1.3%	0.9%	1.6%	0.5%	1.6%
Culture	0.8%	1.0%	1.0%	1.4%	1.5%
Nightlife/fun	1.1%	1.0%	0.9%	0.9%	1.4%
Rural tourism	0.1%	0.2%	0.7%	0.5%	0.5%

* Multi-choice question

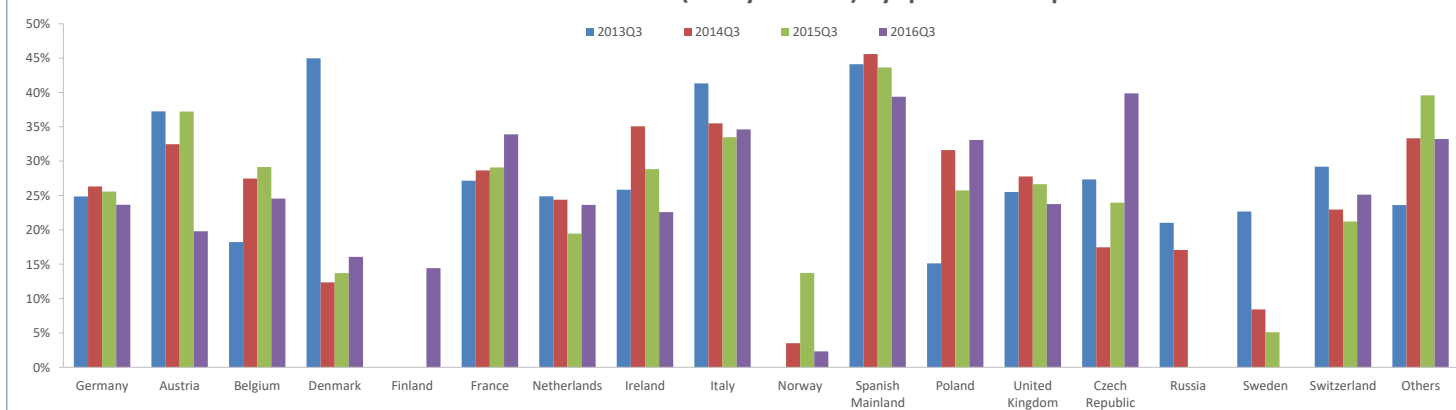
What did motivate them to come?



Aspects motivating the choice	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Previous visits to the Canary Islands	53.2%	56.2%	54.9%	54.3%	57.5%
Recommendation by friends or relatives	36.4%	31.6%	34.1%	33.8%	33.2%
The Canary Islands television channel	0.2%	0.2%	0.7%	0.2%	0.3%
Other television or radio channels	0.6%	1.0%	0.7%	0.9%	1.3%
Information in the press/magazines/books	3.9%	5.4%	4.4%	4.5%	3.3%
Attendance at a tourism fair	0.6%	0.5%	0.5%	0.4%	0.8%
Tour Operator's brochure or catalogue	13.9%	16.2%	15.1%	14.2%	11.4%
Recommendation by Travel Agency	19.6%	17.9%	20.3%	20.2%	19.8%
Information obtained via the Internet	31.4%	33.0%	31.9%	30.4%	31.8%
Senior Tourism programme	0.0%	0.1%	0.1%	0.2%	0.0%
Others	4.7%	4.8%	3.3%	3.8%	3.7%

* 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.