

FUERTEVENTURA: Profile of tourist visiting more than one island during the trip (2016)

How many are they and how much do they spend?



	More than one island	Fuerteventura
Tourist arrivals (> 16 years old)	269,189	1,914,107
Average daily expenditure (€)	131.08	129.53
. in their place of residence	97.03	101.96
. in the Canary Islands	34.05	27.57
Average length of stay	12.18	9.62
Turnover per tourist (€)	1,398	1,152
Total turnover (> 16 years old) (€m)	376	2,204
Share of total turnover	17.1%	100%
Share of total tourist	14.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	55.37	28.70
- Accommodation	47.16	23.48
- Additional accommodation expenses	8.21	5.22
Transport:	34.31	23.65
- Public transport	9.00	3.84
- Taxi	6.37	5.39
- Car rental	18.94	14.42
Food and drink:	128.59	97.47
- Food purchases at supermarkets	45.73	35.15
- Restaurants	82.86	62.32
Souvenirs:	57.35	48.73
Leisure:	76.95	37.15
- Organized excursions	24.22	12.72
- Leisure, amusement	4.02	3.19
- Trip to other islands	22.64	3.18
- Sporting activities	12.64	11.17
- Cultural activities	6.22	2.77
- Discos and disco-pubs	7.20	4.12
Others:	14.84	13.59
- Wellness	5.27	4.24
- Medical expenses	2.15	1.90
- Other expenses	7.42	7.44

How far in advance do they book their trip?



	More than one island	Fuerteventura
The same day they leave	0.5%	0.3%
Between 2 and 7 days	5.3%	5.6%
Between 8 and 15 days	10.4%	7.8%
Between 16 and 30 days	16.3%	15.9%
Between 31 and 90 days	33.5%	33.7%
More than 90 days	34.1%	36.6%

What do they book at their place of residence?



	More than one island	Fuerteventura
Flight only	6.3%	3.8%
Flight and accommodation (room only)	15.7%	15.3%
Flight and accommodation (B&B)	7.3%	4.1%
Flight and accommodation (half board)	17.5%	19.3%
Flight and accommodation (full board)	6.1%	4.7%
Flight and accommodation (all inclusive)	47.1%	52.7%
% Tourists using low-cost airlines	55.4%	47.9%
Other expenses in their place of residence:		
- Car rental	17.1%	11.5%
- Sporting activities	9.7%	10.8%
- Excursions	13.9%	5.6%
- Trip to other islands	9.4%	1.3%

How do they book?



	More than one island	Fuerteventura
Accommodation booking		
Tour Operator	40.9%	43.6%
- Tour Operator's website	75.8%	74.1%
Accommodation	13.2%	10.8%
- Accommodation's website	80.8%	86.3%
Travel agency (High street)	21.8%	26.4%
Online Travel Agency (OTA)	21.2%	16.9%
No need to book accommodation	2.8%	2.3%

	More than one island	Fuerteventura
Flight booking		
Tour Operator	44.4%	46.0%
- Tour Operator's website	71.7%	70.0%
Airline	18.8%	17.1%
- Airline's website	95.3%	95.7%
Travel agency (High street)	20.8%	24.3%
Online Travel Agency (OTA)	16.0%	12.6%

Where do they stay?



	More than one island	Fuerteventura
5* Hotel	3.8%	3.5%
4* Hotel	51.8%	54.3%
1-2-3* Hotel	19.6%	18.7%
Apartment	21.7%	20.8%
Property (privately-owned, friends, family)	2.3%	1.8%
Others	0.9%	0.9%

Who are they?



	More than one island	Fuerteventura
Gender		
Percentage of men	53.5%	48.3%
Percentage of women	46.5%	51.7%

	More than one island	Fuerteventura
Age		
Average age (tourists > 16 years old)	44.6	45.3
Standard deviation	15.0	14.7

	More than one island	Fuerteventura
Age range (> 16 years old)		
16-24 years old	7.7%	7.4%
25-30 years old	15.5%	12.0%
31-45 years old	32.4%	32.6%
46-60 years old	27.1%	30.8%
Over 60 years old	17.3%	17.3%

	More than one island	Fuerteventura
Occupation		
Business owner or self-employed	20.1%	19.5%
Upper/Middle management employee	39.0%	43.6%
Auxiliary level employee	13.7%	13.8%
Students	9.1%	5.7%
Retired	16.3%	15.6%
Unemployed / unpaid dom. work	1.8%	1.9%

	More than one island	Fuerteventura
Annual household income level		
€12,000 - €24,000	20.6%	16.3%
€24,001 - €36,000	21.4%	18.9%
€36,001 - €48,000	22.1%	18.4%
€48,001 - €60,000	11.4%	14.9%
€60,001 - €72,000	9.4%	9.9%
€72,001 - €84,000	2.3%	5.2%
More than €84,000	12.8%	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.

FUERTEVENTURA: Profile of tourist visiting more than one island during the trip (2016)

Tourists by number of islands visited



	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	269,189	54,518	25,391	7,724	2,547	478

Islands visited during the trip to Fuerteventura

	More than one island	Lanzarote	Gran Canaria	Tenerife	La Gomera	La Palma	El Hierro
Tourists (> 16 years old)	269,189	211,191	66,958	57,821	11,932	10,731	1,215
Share of tourist	100%	78.5%	24.9%	21.5%	4.4%	4.0%	0.5%

Who do they come with?



	More than one island	Fuerteventura
Unaccompanied	9.2%	8.1%
Only with partner	51.3%	50.1%
Only with children (under the age of 13)	1.4%	1.3%
Partner + children (under the age of 13)	11.0%	13.7%
Other relatives	6.4%	6.1%
Friends	6.3%	5.3%
Work colleagues	0.3%	0.1%
Other combinations (1)	14.1%	15.2%

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

How do they rate the destination?



	More than one island	Fuerteventura
Good or very good (% tourists)	93.9%	93.3%
Average rating (scale 1-10)	8.80	8.80

How many are loyal to the destination?

	More than one island	Fuerteventura
Repeat tourists of the island		
Repeat tourists	43.3%	48.5%
In love (at least 10 previous visits)	5.4%	5.9%

Where are they from?



Ten main source markets	Share	Absolute
Germany	31.2%	84,099
United Kingdom	14.8%	39,745
France	11.7%	31,448
Italy	9.5%	25,590
Spanish Mainland	8.0%	21,451
Sweden	5.2%	14,132
Poland	3.4%	9,244
Norway	2.9%	7,710
Finland	2.5%	6,820
Netherlands	2.0%	5,447

Why do they choose the Canary Islands?



Aspects influencing the choice	More than one island	Fuerteventura
Climate/sun	89.5%	92.6%
Beaches	53.8%	58.3%
Tranquility/rest/relaxation	36.6%	44.5%
Scenery	20.7%	13.5%
Visiting new places	19.4%	12.5%
Security	12.0%	12.6%
Price	9.9%	12.5%
Quality of the environment	7.4%	4.4%
Suitable destination for children	6.7%	7.2%
Ease of travel	6.5%	7.3%
Active tourism	6.4%	3.6%
Nautical activities	4.6%	5.3%
Culture	1.9%	1.3%
Shopping	1.6%	1.1%
Nightlife/fun	1.5%	1.3%
Rural tourism	1.1%	0.5%

* Multi-choice question

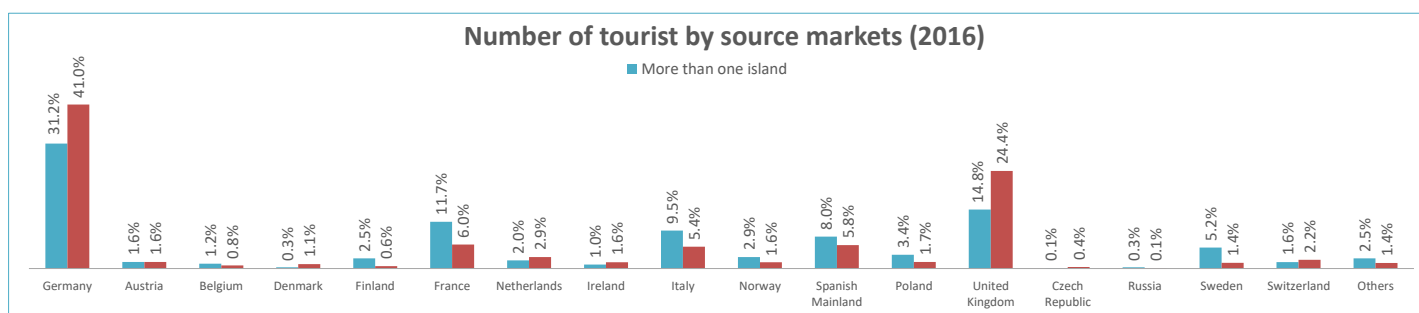
What did motivate them to come?



Aspects motivating the choice	More than one island	Fuerteventura
Previous visits to the Canary Islands	56.4%	64.1%
Recommendation by friends or relatives	32.7%	32.1%
The Canary Islands television channel	0.6%	0.3%
Other television or radio channels	1.5%	0.9%
Information in the press/magazines/books	5.1%	3.6%
Attendance at a tourism fair	0.9%	0.4%
Tour Operator's brochure or catalogue	9.4%	10.3%
Recommendation by Travel Agency	13.2%	14.4%
Information obtained via the Internet	30.4%	30.1%
Senior Tourism programme	0.2%	0.2%
Others	4.2%	3.9%

* Multi-choice question

Number of tourist by source markets (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in Fuerteventura and visited at least one more island.

(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.