

FUERTEVENTURA: Profile of tourist visiting more than one island during the trip (2017)

How many are they and how much do they spend?



	More than one island	Fuerteventura
Tourist arrivals (> 16 years old)	270,090	1,938,908
Average daily expenditure (€)	134.65	135.64
. in their place of residence	97.97	106.67
. in the Canary Islands	36.68	28.96
Average length of stay	9.67	9.23
Turnover per tourist (€)	1,187	1,168
Total turnover (> 16 years old) (€m)	321	2,264
Share of total tourist	13.9%	100%
Share of total turnover	14.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	11.3%	9.2%
- Additional accommodation expenses	3.6%	4.3%

Transport:

- Public transport	14.9%	11.4%
- Taxi	16.3%	16.0%
- Car rental	23.1%	19.0%

Food and drink:

- Food purchases at supermarkets	47.0%	44.4%
- Restaurants	55.2%	51.5%

Souvenirs:

	61.2%	57.2%
--	-------	-------

Leisure:

- Organized excursions	32.3%	17.6%
- Leisure, amusement	11.4%	7.1%
- Trip to other islands	29.0%	4.0%
- Sporting activities	15.0%	11.3%
- Cultural activities	9.1%	4.6%
- Discos and disco-pubs	10.2%	6.7%

Others:

- Wellness	8.7%	7.8%
- Medical expenses	3.2%	4.8%
- Other expenses	14.9%	13.8%



+0.3%
TOURISTS*
270,090



-15%
TRAVEL EXPENSES
€1,187



-15%
TURNOVER
€321 MILL

What do they book at their place of residence?



	More than one island	Fuerteventura
Flight only	4.2%	3.3%
Flight and accommodation (room only)	19.4%	15.7%
Flight and accommodation (B&B)	3.8%	3.7%
Flight and accommodation (half board)	16.4%	18.0%
Flight and accommodation (full board)	9.0%	5.6%
Flight and accommodation (all inclusive)	47.1%	53.7%
% Tourists using low-cost airlines	52.2%	46.8%

Other expenses in their place of residence:

- Car rental	17.5%	13.0%
- Sporting activities	7.2%	9.2%
- Excursions	10.3%	5.3%
- Trip to other islands	8.9%	1.2%

* Tourists over 16 years old.

How do they book?



	More than one island	Fuerteventura
Accommodation booking		
Tour Operator	45.7%	47.5%
- Tour Operator's website	75.7%	78.0%
Accommodation	12.1%	9.9%
- Accommodation's website	87.0%	87.2%
Travel agency (High street)	22.5%	25.0%
Online Travel Agency (OTA)	17.6%	15.5%
No need to book accommodation	2.1%	2.2%

	More than one island	Fuerteventura
Flight booking		
Tour Operator	45.9%	48.8%
- Tour Operator's website	73.5%	75.5%
Airline	20.6%	16.2%
- Airline's website	97.5%	96.6%
Travel agency (High street)	21.1%	23.1%
Online Travel Agency (OTA)	12.4%	11.9%

How far in advance do they book their trip?



	More than one island	Fuerteventura
The same day they leave	0.6%	0.2%
Between 2 and 7 days	6.6%	5.1%
Between 8 and 15 days	9.1%	7.6%
Between 16 and 30 days	13.4%	14.0%
Between 31 and 90 days	33.9%	34.3%
More than 90 days	36.4%	38.7%

Who are they?



	More than one island	Fuerteventura
Gender		
Men	49.7%	46.2%
Women	50.3%	53.8%

Age

Average age (tourists > 16 years old)	46.0	47.7
Standard deviation	15.1	15.1

Age range (> 16 years old)

16-24 years old	7.6%	6.4%
25-30 years old	12.0%	9.7%
31-45 years old	28.7%	28.0%
46-60 years old	32.5%	33.7%
Over 60 years old	19.2%	22.2%

Occupation

Business owner or self-employed	19.9%	20.7%
Upper/Middle management employee	36.9%	40.4%
Auxiliary level employee	19.4%	14.8%
Students	4.7%	3.8%
Retired	17.0%	18.8%
Unemployed / unpaid dom. work	2.1%	1.6%

Annual household income level

€12,000 - €24,000	20.7%	16.3%
€24,001 - €36,000	22.5%	19.6%
€36,001 - €48,000	14.6%	15.9%
€48,001 - €60,000	15.9%	15.9%
€60,001 - €72,000	8.6%	9.9%
€72,001 - €84,000	5.5%	6.5%
More than €84,000	12.1%	15.9%

FUERTEVENTURA: Profile of tourist visiting more than one island during the trip (2017)

Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	270,090	39,071	17,075	3,021	104	104

Islands visited during the trip to Fuerteventura

	More than one island	Lanzarote	Gran Canaria	Tenerife	La Palma	La Gomera	El Hierro
Tourists (> 16 years old)	270,090	214,896	53,812	46,243	8,446	4,143	1,925
Share of tourist	100%	79.6%	19.9%	17.1%	3.1%	1.5%	0.7%

* Multi-choice question

Where do they stay?

	More than one island	Fuerteventura
5* Hotel	2.6%	3.2%
4* Hotel	47.6%	54.3%
1-2-3* Hotel	22.1%	18.8%
Apartment	25.0%	21.2%
Property (privately-owned, friends, family)	1.5%	1.5%
Others	1.3%	1.1%

Who do they come with?

	More than one island	Fuerteventura
Unaccompanied	6.9%	6.2%
Only with partner	48.5%	50.3%
Only with children (under the age of 13)	1.8%	1.8%
Partner + children (under the age of 13)	12.5%	13.5%
Other relatives	4.3%	4.9%
Friends	5.8%	5.6%
Work colleagues	0.4%	0.2%
Other combinations ⁽¹⁾	19.8%	17.5%

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

How do they rate the Canary Islands?

	More than one island	Fuerteventura
Opinion on their stay		
Good or very good (% tourists)	94.7%	93.7%
Average rating (scale 1-10)	8.91	8.83

How many are loyal to the Canary Islands?

	More than one island	Fuerteventura
Repeat tourists of the island		
At least 1 previous visit	44.7%	49.1%
At least 10 previous visits	4.4%	5.6%

Where are they from?

Tourists (> 16 years old)	%	Abolsute
Germany	31.2%	84,360
United Kingdom	16.5%	44,447
Italy	11.1%	29,915
Spanish Mainland	9.4%	25,453
France	9.1%	24,588
Poland	7.8%	21,092
Switzerland	3.9%	10,509
Netherlands	2.2%	5,946
Finland	1.4%	3,733
Others	7.4%	20,046

Why do they choose the Canary Islands?

Aspects influencing the choice	More than one island	Fuerteventura
Climate/sun	90.5%	93.5%
Beaches	58.9%	60.5%
Tranquillity/rest/relaxation	38.8%	45.3%
Scenery	23.8%	13.9%
Visiting new places	16.6%	12.7%
Price	9.2%	11.5%
Security	7.9%	11.0%
Quality of the environment	5.1%	4.5%
Suitable destination for children	5.0%	7.1%
Nautical activities	4.7%	4.3%
Ease of travel	4.7%	7.2%
Active tourism	3.4%	2.6%
Nightlife/fun	1.9%	1.1%
Culture	1.7%	1.3%
Security against natural catastrophes	1.3%	1.1%
Shopping	0.9%	0.7%

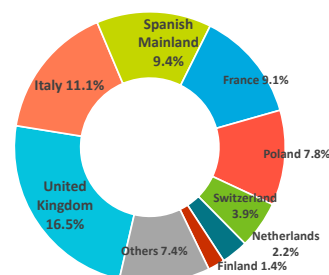
* Multi-choice question

What did motivate them to come?

Prescription sources	More than one island	Fuerteventura
Previous visits to the Canary Islands	60.2%	66.9%
Recommendation by friends/relatives	32.3%	31.6%
The Canary Islands television channel	0.7%	0.5%
Other television or radio channels	2.1%	1.2%
Information in press/magazines/books	4.7%	3.7%
Attendance at a tourism fair	1.7%	0.6%
Tour Operator's brochure or catalogue	7.3%	9.3%
Recommendation by Travel Agency	12.3%	13.7%
Information obtained via the Internet	29.3%	28.8%
Senior Tourism programme	0.4%	0.2%
Others	3.7%	3.9%

* Multi-choice question

Share of tourists > 16 years old by source markets



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.