

PROFILE OF TOURIST VISITING FUERTEVENTURA 2018

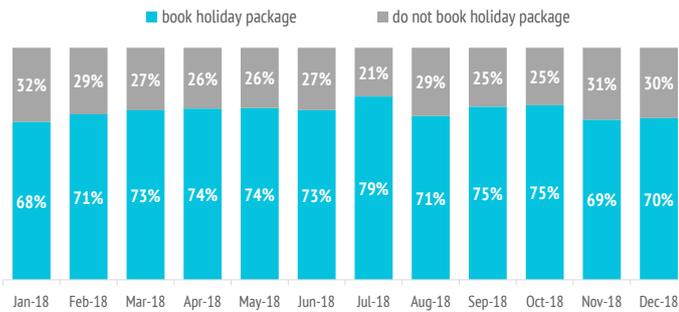


How many are they and how much do they spend?



	Fuerteventura	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	2,123,951	15,559,787
Tourist arrivals > 15 years old (EGT)	1,856,705	13,485,651
- book holiday package	1,349,951	7,848,516
- do not book holiday package	506,754	5,637,135
- % tourists who book holiday package	72.7%	58.2%
Share of total tourist	13.7%	100%

% TOURISTS



Source: Frontur (ISTAC)

	Fuerteventura	Canary Islands
Expenditure per tourist (€)	1,165	1,196
- book holiday package	1,215	1,309
- holiday package	1,029	1,064
- others	185	246
- do not book holiday package	1,032	1,037
- flight	268	288
- accommodation	404	350
- others	360	399
Average length of stay	9.40	9.32
- book holiday package	9.11	8.66
- do not book holiday package	10.20	10.23
Average daily expenditure (€)	133.3	143.6
- book holiday package	139.9	159.8
- do not book holiday package	115.8	121.0
Total turnover (> 15 years old) (€m)	2,163	16,124
- book holiday package	1,640	10,277
- do not book holiday package	523	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice



	Fuerteventura	Canary Islands
Climate	80.0%	78.1%
Sea	60.1%	43.3%
Beaches	58.4%	37.1%
Safety	55.8%	51.4%
Tranquility	55.1%	46.2%
Accommodation supply	45.2%	41.7%
Effortless trip	39.6%	34.8%
Price	38.9%	36.5%
European belonging	38.8%	35.8%
Environment	27.2%	30.6%
Landscapes	26.4%	31.6%
Gastronomy	23.7%	22.6%
Authenticity	20.6%	19.1%
Fun possibilities	16.4%	20.7%
Exoticism	10.7%	10.5%
Shopping	8.6%	9.6%
Hiking trail network	5.9%	9.0%
Culture	5.6%	7.3%
Historical heritage	5.4%	7.1%
Nightlife	4.4%	7.5%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	Fuerteventura	Canary Islands
Rest	61.5%	55.1%
Enjoy family time	10.5%	14.7%
Have fun	4.8%	7.8%
Explore the destination	18.0%	18.5%
Practice their hobbies	3.3%	1.8%
Other reasons	1.9%	2.1%



How far in advance do they book their trip?



	Fuerteventura	Canary Islands
The same day	0.3%	0.7%
Between 1 and 30 days	23.9%	23.2%
Between 1 and 2 months	24.6%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	18.8%	20.7%

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What channels did they use to get information about the trip?

	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	51.5%	50.9%
Friends or relatives	23.5%	27.8%
Internet or social media	56.4%	56.1%
Mass Media	1.9%	1.7%
Travel guides and magazines	9.6%	9.5%
Travel Blogs or Forums	5.1%	5.4%
Travel TV Channels	1.2%	0.7%
Tour Operator or Travel Agency	28.4%	24.7%
Public administrations or similar	0.5%	0.4%
Others	1.7%	2.3%

* Multi-choice question

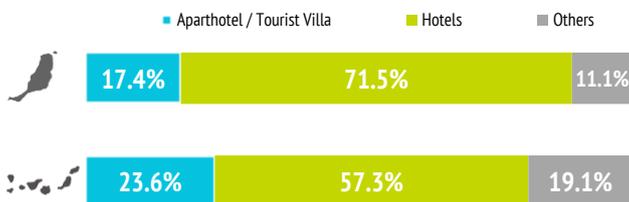
With whom did they book their flight and accommodation?

	Fuerteventura	Canary Islands
Flight		
- Directly with the airline	28.9%	39.5%
- Tour Operator or Travel Agency	71.1%	60.5%
Accommodation		
- Directly with the accommodation	21.6%	28.8%
- Tour Operator or Travel Agency	78.4%	71.2%

Where do they stay?

	Fuerteventura	Canary Islands
1-2-3* Hotel	16.6%	12.8%
4* Hotel	52.4%	37.7%
5* Hotel / 5* Luxury Hotel	2.5%	6.8%
Aparthotel / Tourist Villa	17.4%	23.6%
House/room rented in a private dwelling	3.5%	5.3%
Private accommodation (1)	3.8%	7.0%
Others (Cottage, cruise, camping,...)	3.8%	6.8%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Fuerteventura	Canary Islands
Room only	17.5%	28.8%
Bed and Breakfast	5.1%	11.7%
Half board	20.6%	22.4%
Full board	4.1%	3.0%
All inclusive	52.7%	34.1%

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52.7% of tourists book all inclusive.
(Canary Islands: 34.1%)

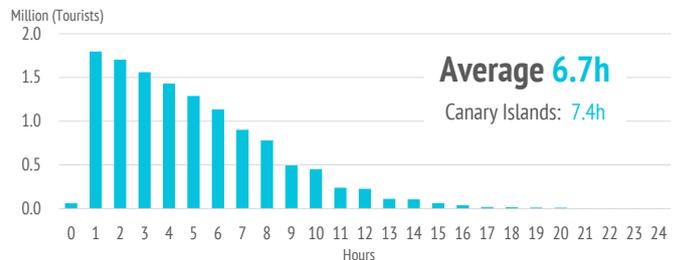
Other expenses

	Fuerteventura	Canary Islands
Restaurants or cafes	54.4%	63.2%
Supermarkets	48.6%	55.9%
Car rental	28.2%	26.6%
Organized excursions	20.3%	21.8%
Taxi, transfer, chauffeur service	55.0%	51.7%
Theme Parks	6.4%	8.8%
Sport activities	9.2%	6.4%
Museums	3.5%	5.0%
Flights between islands	5.1%	4.8%

Activities in the Canary Islands

Outdoor time per day	Fuerteventura	Canary Islands
0 hours	3.3%	2.2%
1 - 2 hours	12.7%	10.0%
3 - 6 hours	35.5%	32.6%
7 - 12 hours	42.5%	46.5%
More than 12 hours	6.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fuerteventura	Canary Islands
Beach	82.9%	68.0%
Walk, wander	61.7%	71.0%
Swimming pool, hotel facilities	57.2%	58.9%
Explore the island on their own	43.7%	46.5%
Taste Canarian gastronomy	22.8%	25.4%
Sport activities	19.6%	14.3%
Organized excursions	15.8%	17.9%
Activities at sea	13.2%	9.8%
Theme parks	9.6%	15.5%
Nightlife / concerts / shows	9.5%	15.5%
Wineries / markets / popular festivals	9.4%	12.0%
Nature activities	9.3%	10.0%
Sea excursions / whale watching	7.6%	11.3%
Museums / exhibitions	6.6%	9.8%
Beauty and health treatments	5.3%	5.7%
Astronomical observation	3.0%	3.4%

* Multi-choice question

FUERTEVENTURA CANARY ISLANDS

BEACH **82.9%** **68.0%**

ACTIVITIES AT SEA **13.2%** **9.8%**



Which places do they visit in Fuerteventura?

	%	Absolute
Jandía Beach	42.6%	787,619
Corralejo Dunes and Isle of Lobos	30.5%	564,544
Cotillo	27.2%	503,715
Betancuria	21.4%	395,658
Betancuria Viewpoint	17.8%	328,735
Cofete	15.1%	279,691
Aloe Vera Museum	9.9%	183,492
Montaña Sagrada de Tindaya	7.2%	133,497
Sicasumbre Viewpoint	5.6%	103,074
Museums	5.6%	102,866
La Casa de los Coroneles	4.3%	80,254



4 in 10 tourists in Fuerteventura visit
Jandía Beach

Internet usage during their trip



	Fuerteventura	Canary Islands
Research		
- Tourist package	17.0%	15.4%
- Flights	14.8%	13.0%
- Accommodation	20.1%	17.7%
- Transport	16.0%	15.6%
- Restaurants	25.0%	27.0%
- Excursions	26.7%	26.3%
- Activities	30.1%	31.0%
Book or purchase		
- Tourist package	43.1%	38.1%
- Flights	55.5%	64.4%
- Accommodation	48.3%	54.5%
- Transport	41.4%	44.7%
- Restaurants	8.2%	10.5%
- Excursions	7.4%	11.4%
- Activities	8.9%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Fuerteventura	Canary Islands
Did not use the Internet	10.6%	9.8%
Used the Internet	89.4%	90.2%
- Own Internet connection	34.9%	36.5%
- Free Wifi connection	42.8%	41.1%
Applications*		
- Search for locations or maps	54.3%	60.7%
- Search for destination info	39.6%	44.7%
- Share pictures or trip videos	57.2%	55.6%
- Download tourist apps	7.5%	6.5%
- Others	25.2%	23.9%

* Multi-choice question

How many islands do they visit during their trip?



	Fuerteventura	Canary Islands
One island	89.3%	90.9%
Two islands	9.5%	7.7%
Three or more islands	1.2%	1.4%

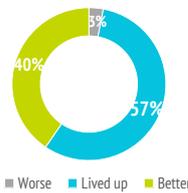
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Fuerteventura	Canary Islands
Average rating	8.54	8.58

Experience in the Canary Islands	Fuerteventura	Canary Islands
Worse or much worse than expected	3.0%	2.9%
Lived up to expectations	56.5%	57.4%
Better or much better than expected	40.5%	39.7%

Future intentions (scale 1-10)	Fuerteventura	Canary Islands
Return to the Canary Islands	8.60	8.60
Recommend visiting the Canary Island	8.83	8.86



Experience in the
Canary Islands



8.60/10

Return to the Canary
Islands



8.83/10

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?



	in Fuerteventura	in the Canary Islands
Fuerteventura: Repeat tourists	62.4%	30.2%
Fuerteventura: At least 10 previous visits	7.6%	1.6%
Canary Islands: Repeat tourists	70.4%	71.0%
Canary Islands: At least 10 previous visits	16.7%	17.8%

TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	70%
United Kingdom	70%
Nordics	69%
Germany	67%
Spanish Mainland	64%

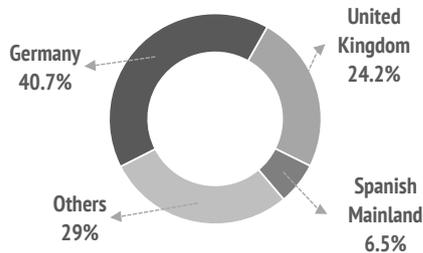


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Where are they from?



	%	Absolute
Germany	40.7%	755,337
United Kingdom	24.2%	449,149
Spanish Mainland	6.5%	120,101
France	5.7%	106,572
Italy	4.6%	85,710
Poland	3.3%	60,469
Netherlands	2.7%	50,726
Switzerland	2.3%	42,227
Sweden	2.3%	41,887
Ireland	1.9%	34,373
Denmark	1.3%	23,324
Belgium	0.8%	15,765
Austria	0.8%	14,546
Czech Republic	0.6%	11,287
Finland	0.6%	10,775
Norway	0.3%	5,369
Russia	0.1%	1,337
Others	1.5%	27,751



Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	8.1%	8.9%
Only with partner	51.9%	47.4%
Only with children (< 13 years old)	5.6%	5.9%
Partner + children (< 13 years old)	5.6%	7.2%
Other relatives	7.4%	9.0%
Friends	6.0%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations (1)	15.0%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	16.1%	19.3%
- Between 0 and 2 years old	1.2%	1.8%
- Between 3 and 12 years old	13.5%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	83.9%	80.7%
Group composition:		
- 1 person	11.0%	12.4%
- 2 people	59.2%	54.1%
- 3 people	12.0%	12.6%
- 4 or 5 people	14.9%	17.1%
- 6 or more people	2.9%	3.8%
Average group size:	2.49	2.58

Who are they?



	Fuerteventura	Canary Islands
Gender		
Men	46.8%	48.2%
Women	53.2%	51.8%
Age		
Average age (tourist > 15 years old)	48.3	46.7
Standard deviation	15.6	15.3
Age range (> 15 years old)		
16 - 24 years old	6.9%	7.7%
25 - 30 years old	10.0%	10.8%
31 - 45 years old	25.5%	28.6%
46 - 60 years old	31.6%	31.3%
Over 60 years old	25.9%	21.5%
Occupation		
Salaried worker	53.1%	55.5%
Self-employed	11.3%	11.0%
Unemployed	0.9%	1.1%
Business owner	8.7%	9.2%
Student	4.5%	4.2%
Retired	20.1%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.7%	17.0%
€25,000 - €49,999	36.7%	36.5%
€50,000 - €74,999	25.9%	25.0%
More than €74,999	20.7%	21.5%
Education level		
No studies	3.4%	4.8%
Primary education	3.2%	2.8%
Secondary education	23.7%	23.1%
Higher education	69.7%	69.3%



4 IN 10 TOURISTS ARE
GERMAN

48 YEARS OLD
AVERAGE AGE

52%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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