

Tourist profile trend (2017)

Fuerteventura: Second Quarter



How many are they and how much do they spend?



How do they book?

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tourist arrivals (> 16 years old)	328,775	391,383	388,881	461,607	465,702
Average daily expenditure (€)	113.86	114.65	116.80	120.66	128.49
.in their place of residence	88.53	91.06	91.48	94.53	98.27
.in the Canary Islands	25.33	23.60	25.32	26.13	30.22
Average lenght of stay	9.47	9.08	9.27	9.05	8.92
Turnover per tourist (€)	987	976	998	1,021	1,077
Total turnover (> 16 years old) (€m)	325	382	388	471	501
Share of total turnover	20.0%	22.9%	21.0%	21.4%	--
Share of total tourist	21.7%	24.5%	23.3%	24.1%	--
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	28.10	18.92	26.25	20.38	32.84
- Accommodation	21.05	15.52	22.26	15.48	30.17
- Additional accommodation expenses	7.05	3.40	3.99	4.90	2.67
Transport:	21.41	20.82	21.39	20.29	20.22
- Public transport	2.80	4.02	2.81	2.66	3.53
- Taxi	4.12	3.57	3.86	4.61	4.81
- Car rental	14.49	13.24	14.72	13.01	11.88
Food and drink:	89.07	75.29	79.48	83.97	98.80
- Food purchases at supermarkets	43.07	28.41	29.88	32.18	30.24
- Restaurants	46.01	46.88	49.59	51.79	68.56
Souvenirs:	51.18	46.88	53.75	52.79	44.75
Leisure:	22.43	27.37	25.19	32.50	30.34
- Organized excursions	8.33	10.38	9.15	11.12	10.98
- Leisure, amusement	2.99	2.25	2.10	2.71	2.43
- Trip to other islands	1.73	2.09	1.97	2.63	1.54
- Sporting activities	5.93	8.59	7.71	9.80	8.87
- Cultural activities	0.71	1.34	1.50	2.17	1.35
- Discos and disco-pubs	2.74	2.72	2.75	4.07	5.16
Others:	12.15	11.67	11.26	11.00	24.31
- Wellness	3.99	3.07	2.51	3.42	5.76
- Medical expenses	1.68	1.49	1.35	2.17	2.68
- Other expenses	6.47	7.12	7.40	5.41	15.87

How far in advance do they book their trip?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
The same day they leave	0.2%	0.3%	0.4%	0.3%	0.2%
Between 2 and 7 days	7.1%	8.8%	7.5%	6.9%	5.8%
Between 8 and 15 days	15.1%	9.4%	8.4%	7.6%	7.0%
Between 16 and 30 days	21.1%	18.1%	13.4%	14.5%	16.4%
Between 31 and 90 days	31.5%	34.5%	38.7%	36.2%	35.8%
More than 90 days	25.1%	28.8%	31.5%	34.5%	34.9%

What do they book at their place of residence?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight only	6.1%	4.9%	3.8%	4.1%	3.2%
Flight and accommodation (room only)	15.0%	12.5%	14.9%	13.3%	15.6%
Flight and accommodation (B&B)	2.4%	2.9%	3.9%	2.5%	2.6%
Flight and accommodation (half board)	20.6%	19.2%	16.3%	20.8%	20.9%
Flight and accommodation (full board)	5.1%	4.4%	4.1%	4.9%	6.1%
Flight and accommodation (all inclusive)	50.8%	56.1%	57.0%	54.3%	51.6%
% Tourists using low-cost airlines	42.5%	39.2%	48.4%	50.6%	45.0%
Other expenses in their place of residence:					
- Car rental	14.0%	9.4%	13.2%	11.7%	11.7%
- Sporting activities	11.1%	10.8%	11.6%	10.7%	8.6%
- Excursions	5.8%	4.5%	5.0%	5.7%	5.4%
- Trip to other islands	1.6%	1.6%	1.5%	1.6%	0.7%

(*) 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.

How do they book?

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Accommodation booking					
Tour Operator	39.4%	46.7%	46.2%	44.3%	48.9%
- Tour Operator's website	70.6%	70.0%	72.3%	72.2%	79.6%
Accommodation	13.4%	8.3%	10.8%	9.7%	9.2%
- Accommodation's website	84.6%	85.2%	85.3%	85.8%	88.4%
Travel agency (High street)	26.7%	27.8%	24.3%	25.0%	24.8%
Online Travel Agency (OTA)	16.7%	14.6%	16.3%	18.5%	15.1%
No need to book accommodation	3.8%	2.5%	2.4%	2.5%	2.0%

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight booking					
Tour Operator	39.1%	48.0%	47.9%	46.8%	49.9%
- Tour Operator's website	65.0%	67.6%	68.7%	70.6%	72.6%
Airline	21.9%	15.3%	19.0%	15.4%	14.6%
- Airline's website	96.0%	96.7%	94.7%	94.3%	97.3%
Travel agency (High street)	25.0%	25.8%	21.2%	23.8%	22.3%
Online Travel Agency (OTA)	14.0%	10.9%	11.8%	13.9%	13.1%

Where do they stay?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
5* Hotel	3.3%	3.1%	3.3%	3.5%	3.2%
4* Hotel	53.1%	54.7%	55.3%	56.4%	56.5%
1-2-3* Hotel	19.3%	19.9%	18.6%	19.4%	16.4%
Apartment	20.7%	19.1%	20.7%	17.7%	21.5%
Property (privately-owned,friends,family)	2.8%	2.7%	1.7%	1.9%	1.4%
Others	0.9%	0.5%	0.4%	1.2%	1.0%

Who are they?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Gender					
Percentage of men	40.3%	44.8%	43.6%	44.7%	45.2%
Percentage of women	59.7%	55.2%	56.4%	55.3%	54.8%
Age					
Average age (tourists > 16 years old)	43.5	45.0	44.6	44.7	48.0
Standard deviation	14.4	14.5	14.7	14.7	14.8
Age range (> 16 years old)					
16-24 years old	7.2%	7.4%	7.8%	7.0%	6.0%
25-30 years old	15.1%	11.2%	13.5%	14.2%	10.1%
31-45 years old	35.8%	34.1%	32.3%	31.3%	25.0%
46-60 years old	27.6%	30.6%	30.2%	31.2%	37.1%
Over 60 years old	14.4%	16.6%	16.3%	16.3%	21.8%
Occupation					
Business owner or self-employed	20.3%	18.6%	19.9%	18.1%	20.2%
Upper/Middle management employee	45.8%	42.7%	42.2%	44.9%	40.5%
Auxiliary level employee	12.7%	15.1%	15.1%	14.0%	15.3%
Students	5.6%	4.4%	5.0%	4.7%	3.1%
Retired	12.4%	15.5%	14.8%	15.8%	18.9%
Unemployed / unpaid dom. work	3.3%	3.7%	3.0%	2.5%	1.9%
Annual household income level					
€12,000 - €24,000	22.5%	16.8%	18.4%	16.6%	15.4%
€24,001 - €36,000	19.9%	18.0%	18.6%	19.9%	21.5%
€36,001 - €48,000	12.6%	19.1%	18.0%	16.5%	16.4%
€48,001 - €60,000	12.8%	16.9%	15.1%	15.7%	15.9%
€60,001 - €72,000	10.0%	10.0%	8.1%	12.1%	9.8%
€72,001 - €84,000	5.9%	6.3%	6.5%	4.1%	6.9%
More than €84,000	16.4%	12.8%	15.3%	15.0%	14.1%

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Which island do they choose?

Tourists (> 16 years old)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	417,411	469,065	478,832	562,021	596,941
- Fuerteventura	328,775	391,383	388,881	461,607	465,702
- Gran Canaria	530,449	586,170	605,205	750,985	833,264
- Tenerife	880,137	952,834	938,517	1,159,088	1,223,753
- La Palma	25,365	29,530	36,959	46,894	55,390

Share (%)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	19.1%	19.3%	19.6%	18.9%	18.8%
- Fuerteventura	15.1%	16.1%	15.9%	15.5%	14.7%
- Gran Canaria	24.3%	24.1%	24.7%	25.2%	26.2%
- Tenerife	40.3%	39.2%	38.3%	38.9%	38.5%
- La Palma	1.2%	1.2%	1.5%	1.6%	1.7%

Who do they come with?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Unaccompanied	9.9%	7.7%	7.6%	8.6%	7.0%
Only with partner	46.9%	53.2%	57.5%	55.3%	57.2%
Only with children (under the age of 13)	1.6%	1.6%	0.5%	0.7%	1.4%
Partner + children (under the age of 13)	16.6%	14.7%	12.1%	11.7%	10.6%
Other relatives	6.5%	5.4%	5.9%	6.1%	4.0%
Friends	5.7%	4.7%	4.4%	6.8%	6.2%
Work colleagues	0.4%	0.0%	0.2%	0.1%	0.3%
Other combinations ⁽¹⁾	12.3%	12.8%	11.8%	10.7%	13.2%

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

How do they rate the destination?



Impression of their stay	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Good or very good (% tourists)	92.0%	94.4%	94.7%	94.6%	94.4%
Average rating (scale 1-10)	8.66	8.85	8.89	8.86	8.90

How many are loyal to the destination?

Repeat tourists of the island	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Repeat tourists	49.8%	46.8%	48.1%	48.5%	50.7%
In love (at least 10 previous visits)	6.5%	6.4%	6.4%	5.1%	6.2%

Where are they from?



Ten main source markets	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Germany	142,503	180,392	162,477	197,463	189,267
United Kingdom	75,862	94,314	94,423	114,393	119,426
Spanish Mainland	23,925	23,543	26,397	26,007	28,754
France	22,632	23,415	29,200	32,731	28,698
Italy	11,439	14,198	18,576	26,216	28,524
Netherlands	8,241	6,885	10,091	14,110	15,124
Poland	4,485	11,173	10,848	5,395	14,263
Switzerland	6,132	7,842	8,921	10,411	11,717
Ireland	5,599	7,112	8,489	7,394	7,805
Sweden	0	5,148	3,828	0	5,685

Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Climate/sun	94.5%	92.5%	91.2%	92.0%	92.3%
Beaches	63.7%	60.8%	62.6%	59.8%	61.9%
Tranquillity/rest/relaxation	46.2%	48.7%	49.6%	41.7%	45.5%
Price	14.5%	13.6%	14.3%	13.8%	14.5%
Scenery	12.3%	11.2%	13.4%	13.5%	13.0%
Visiting new places	10.5%	12.3%	13.8%	13.1%	11.3%
Security	3.0%	5.7%	6.4%	12.9%	10.8%
Ease of travel	9.6%	6.5%	6.2%	7.9%	6.8%
Suitable destination for children	7.6%	9.9%	6.7%	6.4%	5.6%
Quality of the environment	3.4%	3.6%	4.6%	4.6%	4.9%
Nautical activities	5.0%	5.6%	4.9%	5.8%	4.3%
Active tourism	2.3%	2.5%	3.0%	3.8%	2.6%
Culture	0.9%	1.5%	1.0%	0.7%	1.3%
Nightlife/fun	1.9%	0.6%	1.0%	1.6%	1.3%
Shopping	2.3%	1.2%	1.0%	1.8%	1.0%
Health-related tourism	0.9%	0.5%	0.2%	0.2%	0.6%

* Multi-choice question

What did motivate them to come?

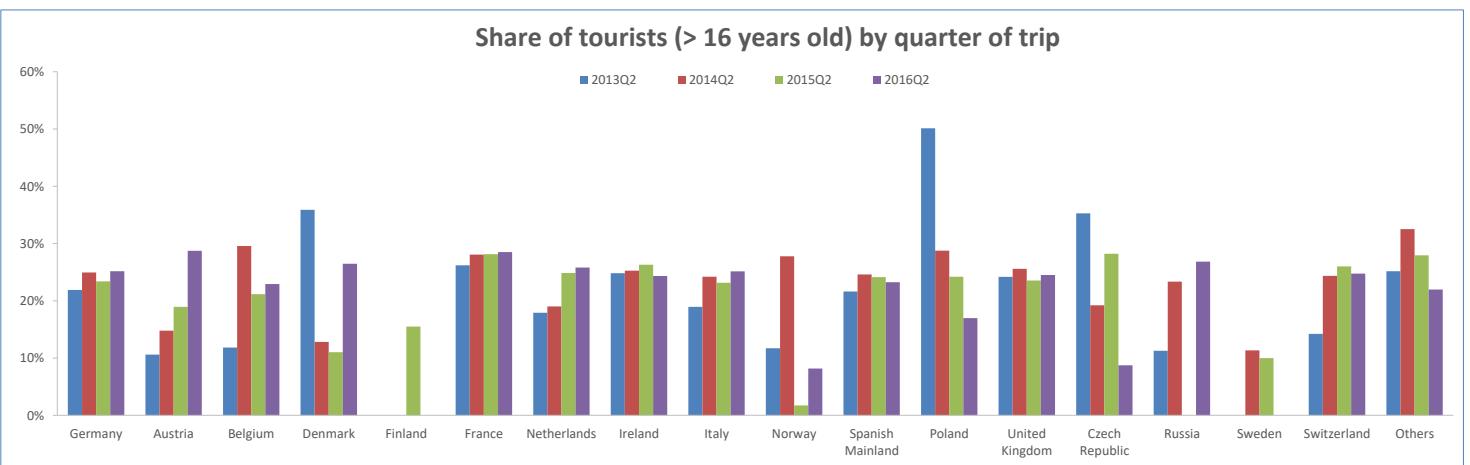


Aspects motivating the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Previous visits to the Canary Islands	65.7%	62.7%	61.8%	63.3%	69.1%
Recommendation by friends or relatives	31.3%	30.8%	29.3%	33.8%	31.3%
The Canary Islands television channel	0.1%	0.3%	0.6%	0.1%	0.7%
Other television or radio channels	0.2%	0.8%	0.6%	1.2%	0.9%
Information in the press/magazines/books	3.8%	4.3%	3.7%	3.4%	3.5%
Attendance at a tourism fair	0.6%	0.3%	0.2%	0.5%	0.5%
Tour Operator's brochure or catalogue	10.0%	12.9%	11.7%	10.6%	10.5%
Recommendation by Travel Agency	15.6%	13.6%	14.2%	12.8%	11.7%
Information obtained via the Internet	29.9%	28.7%	30.4%	29.1%	28.4%
Senior Tourism programme	0.0%	0.2%	0.2%	0.5%	0.3%
Others	4.9%	4.9%	4.7%	3.4%	3.6%

* Multi-choice question

Share of tourists (> 16 years old) by quarter of trip

■ 2013Q2 ■ 2014Q2 ■ 2015Q2 ■ 2016Q2



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.