

Tourist profile trend (2016)

Fuerteventura: Third Quarter



How many are they and how much do they spend?



How do they book?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	385,948	411,931	440,855	447,593	484,107
Average daily expenditure (€)	121.07	118.37	117.78	132.00	133.89
.in their place of residence	96.60	94.53	95.34	105.38	106.82
.in the Canary Islands	24.47	23.84	22.44	26.62	27.07
Average lenght of stay	10.18	9.93	9.76	9.75	9.91
Turnover per tourist (€)	1,157	1,100	1,083	1,198	1,244
Total turnover (> 16 years old) (€m)	446	453	478	536	602
Share of total turnover	28.8%	28.0%	28.6%	29.0%	27.3%
Share of total tourist	26.8%	27.2%	27.6%	26.8%	25.3%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	25.50	28.24	18.12	29.94	23.70
- Accommodation	20.25	22.40	14.85	26.26	17.30
- Additional accommodation expenses	5.24	5.84	3.27	3.68	6.40
Transport:	24.71	24.34	21.35	26.01	24.25
- Public transport	2.47	3.43	3.12	2.69	3.83
- Taxi	4.89	4.26	5.22	4.78	4.60
- Car rental	17.34	16.64	13.02	18.54	15.82
Food and drink:	75.99	77.94	73.37	81.22	97.56
- Food purchases at supermarkets	32.08	33.89	29.03	30.25	33.60
- Restaurants	43.91	44.04	44.34	50.97	63.96
Souvenirs:	54.04	54.31	49.48	46.46	48.11
Leisure:	40.23	33.93	36.86	43.69	49.78
- Organized excursions	16.87	12.84	15.07	17.80	19.70
- Leisure, amusement	4.28	3.03	3.26	4.37	4.68
- Trip to other islands	3.32	2.77	3.53	2.97	3.70
- Sporting activities	10.10	9.70	10.91	12.88	13.32
- Cultural activities	0.83	1.78	1.73	1.58	3.40
- Discos and disco-pubs	4.84	3.80	2.37	4.10	4.99
Others:	12.67	8.88	12.11	14.24	10.93
- Wellness	3.14	2.62	2.64	3.26	4.16
- Medical expenses	1.94	1.05	0.91	1.36	1.82
- Other expenses	7.59	5.22	8.57	9.62	4.94

How far in advance do they book their trip?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.3%	0.3%	0.1%	0.4%	0.3%
Between 2 and 7 days	9.5%	4.6%	9.2%	5.3%	4.6%
Between 8 and 15 days	9.5%	10.1%	8.9%	8.6%	6.4%
Between 16 and 30 days	14.1%	18.0%	14.3%	15.9%	13.3%
Between 31 and 90 days	26.7%	32.6%	26.9%	28.5%	29.1%
More than 90 days	39.9%	34.5%	40.6%	41.4%	46.4%

What do they book at their place of residence?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	2.6%	4.7%	3.1%	3.3%	4.0%
Flight and accommodation (room only)	12.1%	14.9%	12.5%	12.9%	12.8%
Flight and accommodation (B&B)	1.9%	1.4%	1.6%	2.5%	2.9%
Flight and accommodation (half board)	15.4%	17.8%	15.4%	15.8%	20.2%
Flight and accommodation (full board)	5.2%	5.0%	4.2%	3.6%	5.1%
Flight and accommodation (all inclusive)	62.8%	56.3%	63.2%	61.8%	55.0%
% Tourists using low-cost airlines	28.0%	40.3%	38.7%	44.7%	46.2%
Other expenses in their place of residence:					
- Car rental	9.2%	10.4%	8.5%	12.8%	11.4%
- Sporting activities	12.4%	13.8%	10.4%	10.4%	10.8%
- Excursions	5.0%	4.5%	4.0%	6.6%	7.0%
- Trip to other islands	0.9%	1.6%	1.0%	0.8%	1.5%

(*) 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?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Accommodation booking					
Tour Operator	43.7%	40.0%	43.0%	42.7%	41.5%
- Tour Operator's website	64.1%	72.9%	71.5%	73.1%	72.5%
Accommodation	6.0%	10.3%	8.0%	11.1%	9.2%
- Accommodation's website	84.0%	78.2%	83.0%	81.5%	88.4%
Travel agency (High street)	36.3%	30.3%	32.8%	29.5%	32.5%
Online Travel Agency (OTA)	12.0%	17.4%	14.4%	14.4%	14.3%
No need to book accommodation	2.0%	2.1%	1.9%	2.3%	2.4%

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight booking					
Tour Operator	46.4%	41.9%	45.3%	47.4%	44.1%
- Tour Operator's website	62.1%	67.3%	68.6%	72.2%	69.0%
Airline	10.6%	18.1%	12.2%	13.6%	16.0%
- Airline's website	92.6%	94.7%	92.8%	96.4%	94.3%
Travel agency (High street)	33.6%	27.5%	30.4%	27.6%	29.9%
Online Travel Agency (OTA)	9.4%	12.5%	12.0%	11.4%	10.1%

Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	1.8%	2.5%	2.2%	3.7%	3.4%
4* Hotel	53.4%	53.0%	53.9%	55.8%	56.6%
1-2-3* Hotel	25.3%	18.6%	22.5%	19.3%	17.5%
Apartment	17.7%	23.6%	19.6%	18.5%	19.5%
Property (privately-owned, friends, family)	1.5%	1.7%	1.5%	2.0%	2.1%
Others	0.4%	0.5%	0.3%	0.7%	0.8%

Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Gender					
Percentage of men	48.8%	39.7%	45.9%	45.7%	47.6%
Percentage of women	51.2%	60.3%	54.1%	54.3%	52.4%
Age					
Average age (tourists > 16 years old)	38.9	38.6	38.8	39.8	41.7
Standard deviation	12.3	12.3	12.5	12.3	14.0
Age range (> 16 years old)					
16-24 years old	14.5%	13.0%	15.8%	13.5%	12.2%
25-30 years old	16.4%	19.1%	16.3%	14.3%	13.9%
31-45 years old	38.0%	38.6%	35.0%	38.4%	34.3%
46-60 years old	27.3%	25.6%	28.7%	29.1%	28.9%
Over 60 years old	3.8%	3.8%	4.2%	4.8%	10.7%
Occupation					
Business owner or self-employed	18.1%	20.9%	19.1%	20.3%	17.5%
Upper/Middle management employee	49.1%	45.2%	46.5%	47.0%	48.4%
Auxiliary level employee	18.8%	17.6%	17.4%	17.5%	15.1%
Students	8.6%	9.6%	10.6%	8.4%	8.4%
Retired	3.1%	3.6%	3.4%	4.2%	8.8%
Unemployed / unpaid dom. work	2.3%	3.1%	3.0%	2.6%	1.8%
Annual household income level					
€12,000 - €24,000	19.5%	20.4%	22.0%	17.6%	19.6%
€24,001 - €36,000	22.1%	17.5%	21.7%	20.1%	18.8%
€36,001 - €48,000	17.1%	16.7%	17.5%	16.6%	18.0%
€48,001 - €60,000	13.1%	17.2%	14.8%	16.8%	14.8%
€60,001 - €72,000	7.1%	7.3%	5.7%	9.1%	9.0%
€72,001 - €84,000	5.6%	5.6%	4.8%	5.5%	4.8%
More than €84,000	15.5%	15.4%	13.6%	14.3%	15.1%

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Which island do they choose?

Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	465,423	491,243	508,699	544,296	604,857
- Fuerteventura	385,948	411,931	440,855	447,593	484,107
- Gran Canaria	592,788	625,351	656,504	675,982	847,744
- Tenerife	931,210	933,438	997,622	987,323	1,184,832
- La Palma	39,502	33,517	35,685	38,837	46,789

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	19.3%	19.7%	19.3%	20.2%	19.1%
- Fuerteventura	16.0%	16.5%	16.7%	16.6%	15.3%
- Gran Canaria	24.5%	25.1%	24.9%	25.1%	26.8%
- Tenerife	38.6%	37.4%	37.8%	36.6%	37.4%
- La Palma	1.6%	1.3%	1.4%	1.4%	1.5%

Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	4.7%	5.3%	4.8%	4.8%	5.4%
Only with partner	47.5%	42.8%	40.9%	40.2%	45.2%
Only with children (under the age of 13)	1.7%	2.9%	2.5%	1.8%	2.4%
Partner + children (under the age of 13)	16.9%	17.3%	20.6%	19.9%	17.0%
Other relatives	4.7%	7.1%	5.8%	7.1%	5.6%
Friends	3.6%	4.8%	4.1%	4.3%	3.6%
Work colleagues	0.3%	0.1%	0.1%	0.2%	0.1%
Other combinations ⁽¹⁾	20.7%	19.5%	21.2%	21.7%	20.7%

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

How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	93.4%	93.0%	93.4%	91.9%	93.2%
Average rating (scale 1-10)	8.69	8.75	8.74	8.75	8.80

How many are loyal to the destination?

Repeat tourists of the island	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	39.3%	39.5%	39.9%	39.3%	38.9%
In love (at least 10 previous visits)	3.1%	4.0%	3.3%	3.1%	3.5%

Where are they from?



Ten main source markets	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Germany	168,840	161,819	190,273	177,741	185,632
United Kingdom	71,496	80,026	102,458	106,816	110,909
Spanish Mainland	42,486	48,811	43,618	47,734	44,079
France	20,891	23,466	23,907	30,174	38,923
Italy	20,920	24,964	20,829	26,872	36,107
Netherlands	12,182	11,449	8,828	7,901	12,926
Switzerland	6,772	12,588	7,393	7,284	10,572
Poland	16,736	1,352	12,283	11,543	10,516
Ireland	4,896	5,833	9,866	9,306	6,865
Austria	3,787	20,217	4,656	5,086	6,229

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	91.2%	89.6%	90.4%	86.9%	88.8%
Beaches	70.9%	70.1%	70.7%	68.2%	66.5%
Tranquillity/rest/relaxation	51.0%	45.0%	46.3%	44.7%	45.0%
Visiting new places	17.4%	14.1%	16.8%	15.9%	15.3%
Scenery	10.6%	12.0%	14.2%	12.5%	14.8%
Security	3.7%	3.5%	3.2%	8.9%	13.1%
Suitable destination for children	9.1%	9.9%	11.1%	11.8%	8.7%
Price	11.5%	12.8%	15.2%	13.8%	8.6%
Nautical activities	5.4%	8.5%	6.2%	4.8%	5.6%
Ease of travel	4.1%	3.0%	3.7%	4.6%	5.0%
Quality of the environment	3.3%	3.3%	3.0%	4.4%	3.8%
Active tourism	1.9%	4.0%	1.5%	2.8%	2.1%
Culture	0.8%	0.8%	1.0%	1.0%	1.4%
Nightlife/fun	1.2%	1.1%	1.0%	0.9%	0.9%
Security against natural catastrophes	0.3%	0.5%	0.4%	0.6%	0.9%
Golf	0.6%	0.5%	0.3%	0.4%	0.9%

* Multi-choice question

What did motivate them to come?

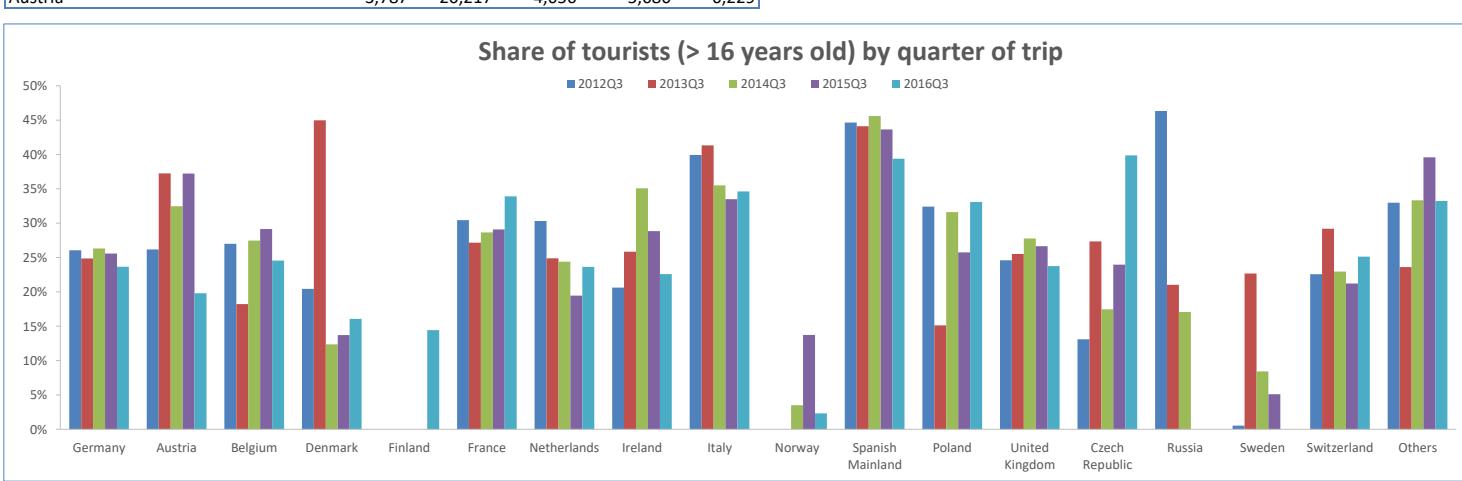


Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	54.7%	53.2%	56.2%	54.9%	54.3%
Recommendation by friends or relatives	31.8%	36.4%	31.6%	34.1%	33.8%
The Canary Islands television channel	0.4%	0.2%	0.2%	0.7%	0.2%
Other television or radio channels	0.6%	0.6%	1.0%	0.7%	0.9%
Information in the press/magazines/books	4.9%	3.9%	5.4%	4.4%	4.5%
Attendance at a tourism fair	0.5%	0.6%	0.5%	0.5%	0.4%
Tour Operator's brochure or catalogue	19.5%	13.9%	16.2%	15.1%	14.2%
Recommendation by Travel Agency	21.8%	19.6%	17.9%	20.3%	20.2%
Information obtained via the Internet	29.5%	31.4%	33.0%	31.9%	30.4%
Senior Tourism programme	0.4%	0.0%	0.1%	0.1%	0.2%
Others	4.7%	4.7%	4.8%	3.3%	3.8%

* Multi-choice question

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

■ 2012Q3 ■ 2013Q3 ■ 2014Q3 ■ 2015Q3 ■ 2016Q3



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.