

# Profile of tourist visiting Fuerteventura 2015



## How many they are and how much do they spend?



	Fuerteventura	Canary Islands
Tourist arrivals (> 16 years old)	1,806,014	12,310,044
Average daily expenditure (€)	122.98	133.60
. in their place of residence	95.72	95.33
. in the Canary Islands	27.27	38.27
Average length of stay	9.55	9.46
Turnover per tourist (€)	1,085	1,125
Total turnover (>16 years old) (€m)	1,960	13,854
Share of total turnover	14.1%	100%
Share of total tourist	14.7%	100%

### Expenditure in the Canary Islands per tourist and trip (€)

	Fuerteventura	Canary Islands
<b>Accommodation (*)</b> :	26.87	44.10
- Accommodation	23.02	37.76
- Additional accommodation expenses	3.85	6.33
<b>Transport:</b>	25.81	27.41
- Public transport	3.22	4.99
- Taxi	4.88	7.42
- Car rental	17.71	14.99
<b>Food and drink:</b>	93.46	153.13
- Food purchases at supermarkets	34.81	68.64
- Restaurants	58.65	84.49
<b>Souvenirs:</b>	49.49	55.15
<b>Leisure:</b>	31.59	36.28
- Organized excursions	11.16	14.63
- Leisure, amusement	2.94	5.23
- Trip to other islands	2.36	1.51
- Sporting activities	9.99	5.38
- Cultural activities	1.78	2.18
- Discos and disco-pubs	3.36	7.34
<b>Others:</b>	13.72	15.71
- Wellness	3.52	2.97
- Medical expenses	2.05	1.46
- Other expenses	8.14	11.28

## How far in advance do they book their trip?



	Fuerteventura	Canary Islands
The same day they leave	0.3%	0.6%
Between 2 and 7 days	6.8%	7.3%
Between 8 and 15 days	8.9%	8.9%
Between 16 and 30 days	15.9%	15.4%
Between 31 and 90 days	35.7%	33.9%
More than 90 days	32.4%	33.8%

## What do they book at their place of residence?



	Fuerteventura	Canary Islands
Flight only	5.1%	11.1%
Flight and accommodation (room only)	16.9%	25.5%
Flight and accommodation (B&B)	3.6%	7.6%
Flight and accommodation (half board)	16.1%	18.3%
Flight and accommodation (full board)	4.1%	4.4%
Flight and accommodation (all inclusive)	54.1%	33.2%
<b>% Tourists using low-cost airlines</b>	44.6%	47.1%
<b>Other expenses in their place of residence:</b>		
- Car rental	13.8%	11.5%
- Sporting activities	10.7%	5.4%
- Excursions	5.2%	5.7%
- Combined trip to other islands	1.3%	2.0%

## How do they book?



	Fuerteventura	Canary Islands
<b>Accommodation booking</b>		
<b>Tour Operator</b>	44.9%	42.8%
- Tour Operator's website	75.5%	78.8%
<b>Accommodation</b>	10.9%	14.0%
- Accommodation's website	83.2%	81.9%
<b>Travel agency (High street)</b>	24.4%	19.8%
<b>Online Travel Agency (OTA)</b>	16.1%	15.4%
<b>No need to book accommodation</b>	3.6%	8.0%

	Fuerteventura	Canary Islands
<b>Flight booking</b>		
<b>Tour Operator</b>	47.7%	45.5%
- Tour Operator's website	73.0%	77.7%
<b>Airline</b>	17.8%	24.9%
- Airline's website	96.3%	96.2%
<b>Travel agency (High street)</b>	22.2%	18.6%
<b>Online Travel Agency (OTA)</b>	12.3%	11.0%

## Where do they stay?



	Fuerteventura	Canary Islands
5* Hotel	3.4%	6.8%
4* Hotel	52.7%	37.7%
1-2-3* Hotel	17.8%	15.0%
Apartment	21.9%	30.3%
Property (privately-owned, friends, family)	3.1%	7.0%
Others	1.0%	3.2%

## How are they?



	Fuerteventura	Canary Islands
<b>Gender</b>		
Percentage of men	47.1%	49.8%
Percentage of women	52.9%	50.2%

	Fuerteventura	Canary Islands
<b>Age</b>		
Average age (tourists > 16 years old)	44.3	44.5
Standard deviation	14.7	14.9

	Fuerteventura	Canary Islands
<b>Age range</b>		
16-24 years old	7.6%	8.8%
25-30 years old	14.4%	13.1%
31-45 years old	33.8%	32.8%
46-60 years old	28.0%	28.4%
Over 60 years old	16.3%	17.0%

	Fuerteventura	Canary Islands
<b>Occupation</b>		
Business owner or self-employed	20.7%	23.7%
Upper/Middle management employee	42.5%	37.1%
Auxiliary level employee	14.4%	16.6%
Students	5.0%	5.6%
Retired	15.0%	14.5%
Unemployed / unpaid dom. work	2.4%	2.5%

	Fuerteventura	Canary Islands
<b>Annual household income level</b>		
€12,000 - €24,000	17.6%	18.3%
€24,001 - €36,000	19.2%	18.9%
€36,001 - €48,000	17.4%	16.9%
€48,001 - €60,000	15.3%	14.6%
€60,001 - €72,000	8.7%	9.2%
€72,001 - €84,000	6.0%	6.1%
More than €84,000	15.7%	16.0%

(\*) Bear in mind that 95% of the tourists visiting Fuerteventura pay the accommodation before travelling.

# Profile of tourist visiting Fuerteventura 2015

## Tourist per year

Tourists (> 16 years old)	Fuerteventura	Canary Islands
2011	1,618,941	10,960,604
2012	1,553,712	10,701,588
2013	1,584,228	11,150,021
2014	1,852,213	11,951,495
2015	1,806,014	12,310,044

Year on year growth (%)	Fuerteventura	Canary Islands
2011	--	--
2012	-4.0%	-2.4%
2013	2.0%	4.2%
2014	16.9%	7.2%
2015	-2.5%	3.0%

## Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	7.5%	9.8%
Only with partner	51.9%	48.0%
Only with children (under the age of 13)	1.1%	1.4%
Partner + children (under the age of 13)	13.2%	11.8%
Other relatives	6.2%	6.4%
Friends	5.4%	6.1%
Work colleagues	0.2%	0.4%

## Why do they choose the Canary Islands?



Aspects influencing the choice	Fuerteventura	Canary Islands
Climate/sun	91.8%	89.3%
Tranquillity/rest/relaxation	46.5%	37.9%
Beaches	58.9%	33.6%
Scenery	14.3%	22.6%
Price	14.0%	14.1%
Visiting new places	12.7%	14.1%
Ease of travel	6.7%	8.3%
Suitable destination for children	7.7%	7.7%
Security	8.1%	7.5%
Quality of the environment	4.4%	6.4%
Active tourism	3.3%	5.2%
Nightlife/fun	1.1%	4.3%
Theme parks	0.2%	3.1%
Shopping	1.4%	3.0%
Culture	1.1%	2.7%
Nautical activities	4.8%	2.1%

## How do they value the destination?



Impression of their stay	Fuerteventura	Canary Islands
Good or very good (% tourists)	92.8%	93.3%
Average rating (scale 1-10)	8.76	8.84

## How many are loyal to the destination?

Percentage of repeat tourists	Fuerteventura	Canary Islands
Repeat tourists of the island	43.1%	76.4%
-more than 10 visits to the island	5.7%	16.7%

## Where are they from?

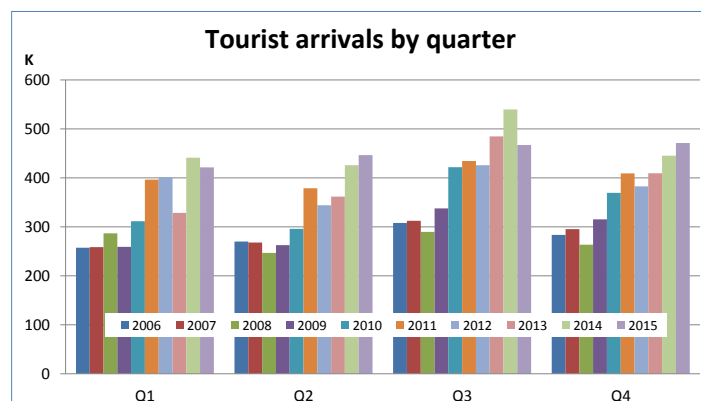
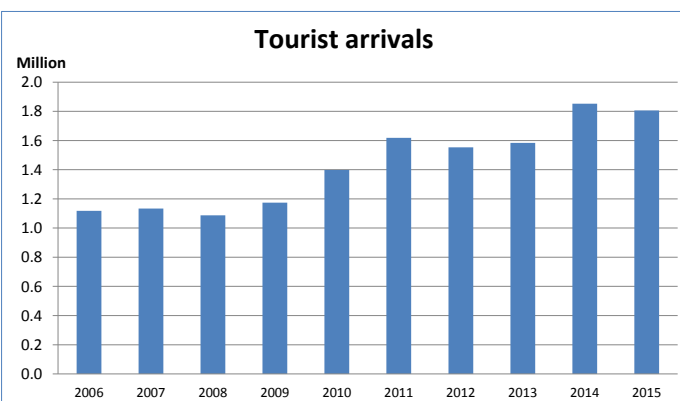


Ten main source markets	Share	Absolute
Germany	40.2%	725,154
United Kingdom	24.9%	449,896
France	6.2%	111,405
Spain	6.0%	108,358
Italy	5.2%	94,695
Poland	3.4%	62,173
Sweden	2.5%	45,664
Netherlands	2.3%	41,590
Ireland	2.0%	36,409
Switzerland	1.9%	33,438

## What did motivate them to come?



Aspects motivating the choice	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	63.7%	64.1%
Recommendation by friends or relatives	30.9%	34.7%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	0.7%	0.7%
Information in the press/magazines/books	3.8%	3.7%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	11.4%	8.2%
Recommendation by Travel Agency	14.2%	9.5%
Information obtained via the Internet	30.3%	25.6%
Senior Tourism programme	0.1%	0.3%
Others	4.4%	6.7%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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