

Tourist profile trend (2015)

Fuerteventura



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	1,618,941	1,553,712	1,584,228	1,852,213	1,806,014
Average daily expenditure (€)	111.07	116.89	117.28	115.71	122.98
- in their place of residence	84.79	90.91	90.91	90.61	95.72
- in the Canary Islands	26.28	25.98	26.36	25.10	27.27
Average length of stay	9.79	9.77	9.88	9.39	9.55
Turnover per tourist (€)	1,001	1,062	1,065	1,013	1,085
Total turnover (> 16 years old) (€m)	1,921	1,837	1,876	2,017	1,960
Year on year variation of turnover	--	-4.4%	2.1%	7.5%	-2.8%
Year on year variation of tourist	--	-4.0%	2.0%	16.9%	-2.5%

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

Accommodation (*) :	26.46	23.28	32.96	22.73	26.87
- Accommodation	16.67	18.48	26.43	19.05	23.02
- Additional accommodation expenses	9.78	4.80	6.54	3.68	3.85
Transport:	25.00	24.68	25.79	22.93	25.81
- Public transport	3.82	3.59	3.44	3.73	3.22
- Taxi	4.86	5.46	5.25	4.63	4.88
- Car rental	16.32	15.63	17.10	14.57	17.71
Food and drink:	93.90	87.46	95.68	84.58	93.46
- Food purchases at supermarkets	45.98	36.52	43.62	33.28	34.81
- Restaurants	47.92	50.94	52.06	51.30	58.65
Souvenirs:	47.09	54.06	51.30	49.52	49.49
Leisure:	32.41	32.47	27.31	31.17	31.59
- Organized excursions	14.47	13.04	9.21	11.24	11.16
- Leisure, amusement	3.00	3.35	2.64	3.09	2.94
- Trip to other islands	2.34	2.35	2.26	2.51	2.36
- Sporting activities	7.56	8.23	8.16	9.81	9.99
- Cultural activities	0.82	1.01	1.21	1.69	1.78
- Discos and disco-pubs	4.21	4.48	3.83	2.82	3.36
Others:	42.38	16.25	12.88	17.40	13.72
- Wellness	3.55	4.98	3.93	2.89	3.52
- Medical expenses	3.22	2.02	1.43	1.23	2.05
- Other expenses	35.60	9.25	7.52	13.28	8.14

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.4%	0.5%	0.3%	0.3%	0.3%
Between 2 and 7 days	9.8%	9.6%	6.4%	8.8%	6.8%
Between 8 and 15 days	12.0%	10.5%	11.6%	10.2%	8.9%
Between 16 and 30 days	17.9%	17.8%	19.4%	18.5%	15.9%
Between 31 and 90 days	32.9%	31.7%	33.3%	31.6%	35.7%
More than 90 days	27.0%	29.9%	29.0%	30.6%	32.4%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	6.2%	4.8%	7.3%	5.7%	5.1%
Flight and accommodation (room only)	17.6%	16.2%	17.8%	16.4%	16.9%
Flight and accommodation (B&B)	2.4%	2.4%	2.7%	2.9%	3.6%
Flight and accommodation (half board)	18.3%	17.8%	17.5%	16.0%	16.1%
Flight and accommodation (full board)	3.9%	4.4%	4.3%	4.2%	4.1%
Flight and accommodation (all inclusive)	51.6%	54.5%	50.3%	54.8%	54.1%
% Tourists using low-cost airlines	32.0%	32.0%	41.2%	42.8%	44.6%
Other expenses in their place of residence:					
- Car rental	9.4%	10.2%	12.2%	10.8%	13.8%
- Sporting activities	10.1%	12.2%	11.0%	10.4%	10.7%
- Excursions	4.2%	3.9%	4.3%	4.6%	5.2%
- Combined trip to other islands	1.1%	0.9%	1.9%	1.5%	1.3%

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	51.4%	48.7%	38.7%	46.1%	44.9%
- Tour Operator's website	64.0%	67.1%	71.0%	70.8%	75.5%
Accommodation	7.5%	7.4%	11.8%	9.3%	10.9%
- Accommodation's website	82.6%	83.4%	79.4%	82.5%	83.2%
Travel agency (High street)	23.9%	27.2%	28.2%	26.4%	24.4%
Online Travel Agency (OTA)	12.2%	13.0%	16.4%	14.6%	16.1%
No need to book accommodation	4.9%	3.6%	4.9%	3.5%	3.6%

	2011	2012	2013	2014	2015
Flight booking					
Tour Operator	59.5%	52.8%	41.8%	47.1%	47.7%
- Tour Operator's website	62.4%	64.4%	67.6%	69.9%	73.0%
Airline	11.3%	13.4%	21.4%	17.7%	17.8%
- Airline's website	93.6%	95.1%	94.2%	94.8%	96.3%
Travel agency (High street)	19.2%	24.1%	25.3%	24.4%	22.2%
Online Travel Agency (OTA)	10.0%	9.7%	11.6%	10.8%	12.3%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	2.3%	2.0%	2.7%	2.5%	3.4%
4* Hotel	50.8%	51.9%	50.7%	49.9%	52.7%
1-2-3* Hotel	19.5%	21.7%	18.1%	20.3%	17.8%
Apartment	22.7%	20.6%	22.7%	23.2%	21.9%
Property (privately-owned, friends, family)	4.0%	3.0%	4.1%	3.1%	3.1%
Others	0.8%	0.7%	1.7%	0.9%	1.0%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	44.1%	47.3%	42.4%	46.0%	47.1%
Percentage of women	55.9%	52.7%	57.6%	54.0%	52.9%

	2011	2012	2013	2014	2015
Age					
Average age (tourists > 16 years old)	43.8	43.8	44.3	43.5	44.3
Standard deviation	15.0	14.8	15.1	14.5	14.7

	2011	2012	2013	2014	2015
Age range					
16-24 years old	9.6%	8.6%	7.9%	9.3%	7.6%
25-30 years old	14.4%	14.7%	13.8%	12.8%	14.4%
31-45 years old	33.8%	34.1%	35.8%	36.5%	33.8%
46-60 years old	25.3%	27.0%	25.2%	26.4%	28.0%
Over 60 years old	16.9%	15.7%	17.4%	15.0%	16.3%

	2011	2012	2013	2014	2015
Occupation					
Business owner or self-employed	20.7%	21.2%	22.6%	20.3%	20.7%
Upper/Middle management employee	39.9%	43.0%	40.7%	42.9%	42.5%
Auxiliary level employee	15.2%	14.2%	13.1%	14.4%	14.4%
Students	5.9%	5.7%	5.7%	6.1%	5.0%
Retired	15.3%	13.8%	14.8%	13.5%	15.0%
Unemployed / unpaid dom. work	3.0%	2.1%	3.1%	2.8%	2.4%

	2011	2012	2013	2014	2015
Annual household income level					
€12,000 - €24,000	19.1%	17.8%	19.9%	18.3%	17.6%
€24,001 - €36,000	21.4%	20.8%	19.0%	19.7%	19.2%
€36,001 - €48,000	18.0%	18.3%	16.7%	18.1%	17.4%
€48,001 - €60,000	15.6%	13.4%	16.2%	15.3%	15.3%
€60,001 - €72,000	8.3%	9.4%	8.6%	8.6%	8.7%
€72,001 - €84,000	5.7%	5.8%	5.4%	5.6%	6.0%
More than €84,000	11.9%	14.6%	14.1%	14.5%	15.7%

(*) Bear in mind that 95% of the tourists visiting Fuerteventura in 2015 paid the accommodation before travelling.

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Fuerteventura



Which island do they choose?



Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	1,879,195	1,784,304	1,920,623	2,269,279	2,242,245
- Fuerteventura	1,618,941	1,553,712	1,584,228	1,852,213	1,806,014
- Gran Canaria	3,077,649	3,020,104	3,160,023	3,270,347	3,447,259
- Tenerife	4,090,089	4,079,973	4,221,657	4,270,877	4,518,215
- La Palma	164,416	153,878	151,555	168,474	167,100

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	17.4%	16.8%	17.4%	19.2%	18.4%
- Fuerteventura	14.9%	14.7%	14.4%	15.7%	14.8%
- Gran Canaria	28.4%	28.5%	28.6%	27.6%	28.3%
- Tenerife	37.8%	38.5%	38.2%	36.1%	37.1%
- La Palma	1.5%	1.5%	1.4%	1.4%	1.4%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	8.2%	8.5%	9.5%	7.6%	7.5%
Only with partner	51.1%	51.0%	47.3%	47.1%	51.9%
Only with children (under the age of 13)	1.5%	1.4%	1.8%	1.4%	1.1%
Partner + children (under the age of 13)	12.8%	13.0%	13.3%	16.2%	13.2%
Other relatives	5.4%	5.6%	7.3%	5.6%	6.2%
Friends	6.2%	5.1%	5.4%	5.5%	5.4%
Work colleagues	0.4%	0.2%	0.2%	0.2%	0.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	92.7%	93.1%	93.0%	92.7%	91.8%
Beaches	62.2%	62.1%	60.9%	59.2%	58.9%
Tranquillity/rest/relaxation	49.6%	49.1%	45.4%	46.2%	46.5%
Scenery	11.8%	11.7%	12.6%	13.4%	14.3%
Price	13.6%	12.7%	12.7%	15.5%	14.0%
Visiting new places	12.6%	13.1%	12.5%	13.4%	12.7%
Security	4.7%	5.3%	4.7%	4.9%	8.1%
Suitable destination for children	8.0%	7.5%	8.1%	9.3%	7.7%
Ease of travel	7.0%	7.1%	7.7%	6.9%	6.7%
Nautical activities	4.5%	4.7%	5.5%	5.3%	4.8%
Quality of the environment	3.5%	3.9%	4.8%	3.5%	4.4%
Active tourism	2.3%	2.6%	3.2%	3.0%	3.3%
Shopping	1.0%	1.0%	1.0%	1.3%	1.4%
Culture	1.1%	0.9%	1.2%	1.0%	1.1%
Nightlife/fun	1.4%	1.4%	1.7%	1.4%	1.1%
Golf	0.7%	0.8%	0.6%	0.6%	0.9%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	92.4%	92.1%	93.2%	93.8%	92.8%
Average rating (scale 1-10)	8.67	8.65	8.74	8.79	8.76

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists of the island	43.4%	45.3%	46.7%	43.9%	43.1%
- more than 10 visits to the island	5.3%	5.7%	6.5%	5.2%	5.7%

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	64.1%	63.9%	63.8%	63.6%	63.7%
Recommendation by friends or relatives	31.0%	30.5%	32.7%	30.7%	30.9%
The Canary Islands television channel	0.4%	0.3%	0.1%	0.3%	0.5%
Other television or radio channels	0.5%	0.6%	0.7%	0.9%	0.7%
Information in the press/magazines/books	4.7%	5.2%	3.8%	4.9%	3.8%
Attendance at a tourism fair	0.5%	0.6%	0.5%	0.4%	0.3%
Tour Operator's brochure or catalogue	14.4%	14.3%	10.7%	11.6%	11.4%
Recommendation by Travel Agency	16.0%	16.1%	14.9%	13.6%	14.2%
Information obtained via the Internet	28.2%	27.0%	28.7%	29.7%	30.3%
Senior Tourism programme	0.2%	0.2%	0.0%	0.2%	0.1%
Others	4.1%	4.6%	5.1%	5.3%	4.4%

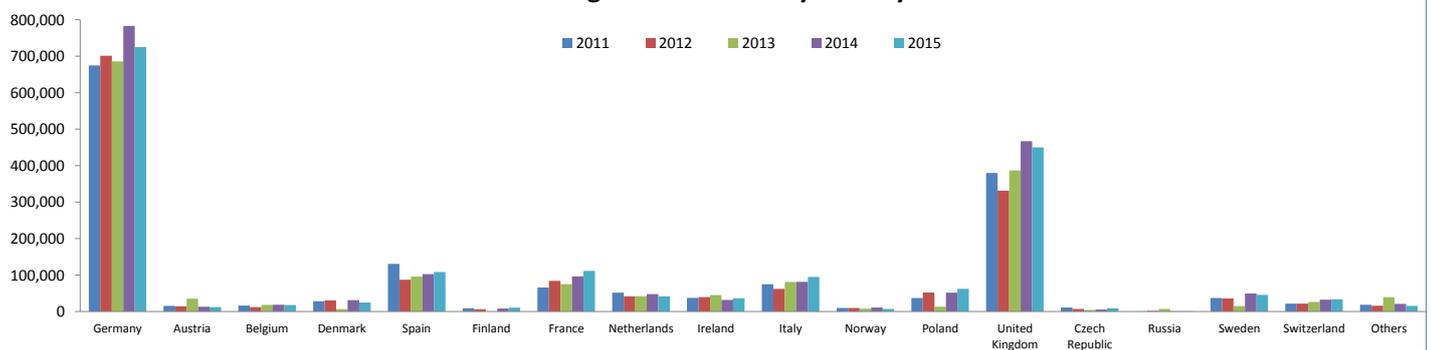
* Multi-choice question

Where are they from?



Ten main source markets	2011	2012	2013	2014	2015
Germany	674,414	701,295	685,640	782,823	725,154
United Kingdom	380,010	331,367	386,843	467,035	449,896
France	65,884	83,914	75,160	96,508	111,405
Spain	130,658	87,230	95,594	102,470	108,358
Italy	74,873	62,041	80,907	81,447	94,695
Poland	37,125	52,218	13,310	51,549	62,173
Sweden	36,961	35,836	14,997	49,349	45,664
Netherlands	51,663	41,602	42,012	47,706	41,590
Ireland	37,518	39,228	45,342	31,854	36,409
Switzerland	21,515	21,593	26,194	32,412	33,438

Tourists visiting Fuerteventura by country of residence



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.