

# Tourist profile by quarter of trip (2015)

## Fuerteventura: All markets

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

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	421,454	446,399	466,945	471,216	1,806,014
Average daily expenditure (€)	118.26	113.79	130.76	128.21	122.98
. in their place of residence	91.64	87.84	103.82	98.79	95.72
. in the Canary Islands	26.62	25.95	26.94	29.42	27.27
Average length of stay	9.65	9.36	9.97	9.23	9.55
Turnover per tourist (€)	1,036	975	1,204	1,116	1,085
Total turnover (> 16 years old) (€m)	436.5	435.1	562.2	526.0	1,959.8
Share of turnover	22.3%	22.2%	28.7%	26.8%	100%
Share of tourist	23.3%	24.7%	25.9%	26.1%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
<b>Accommodation (*)</b> :	23.44	25.89	28.59	29.15	26.87
- Accommodation	19.49	22.13	25.22	24.83	23.02
- Additional accommodation expenses	3.95	3.76	3.37	4.33	3.85
<b>Transport:</b>	26.42	22.67	27.05	27.03	25.81
- Public transport	2.93	3.06	2.52	4.31	3.22
- Taxi	4.46	3.63	5.22	6.11	4.88
- Car rental	19.03	15.97	19.30	16.61	17.71
<b>Food and drink:</b>	98.02	87.10	86.78	102.03	93.46
- Food purchases at supermarkets	36.91	34.04	32.56	35.89	34.81
- Restaurants	61.10	53.07	54.22	66.14	58.65
<b>Souvenirs:</b>	49.25	52.26	49.81	46.75	49.49
<b>Leisure:</b>	24.89	25.74	42.85	31.95	31.59
- Organized excursions	7.63	9.00	17.72	9.86	11.16
- Leisure, amusement	2.28	2.32	4.01	3.04	2.94
- Trip to other islands	2.40	1.79	2.87	2.38	2.36
- Sporting activities	7.75	7.84	12.64	11.39	9.99
- Cultural activities	1.94	1.51	1.59	2.08	1.78
- Discos and disco-pubs	2.90	3.28	4.02	3.20	3.36
<b>Others:</b>	13.80	11.42	14.11	15.43	13.72
- Wellness	3.19	2.26	3.19	5.33	3.52
- Medical expenses	3.37	1.35	1.64	1.96	2.05
- Other expenses	7.24	7.81	9.28	8.13	8.14

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

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.4%	0.4%	0.3%	0.2%	0.3%
Between 2 and 7 days	7.2%	8.2%	5.3%	6.6%	6.8%
Between 8 and 15 days	10.4%	8.5%	8.7%	8.1%	8.9%
Between 16 and 30 days	18.2%	14.7%	15.4%	15.6%	15.9%
Between 31 and 90 days	37.8%	38.2%	29.1%	38.0%	35.7%
More than 90 days	26.0%	30.1%	41.3%	31.5%	32.4%

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

	Q1	Q2	Q3	Q4	Total
Flight only	6.6%	5.6%	4.5%	4.1%	5.1%
Flight and accommodation (room only)	20.1%	17.6%	12.4%	17.9%	16.9%
Flight and accommodation (B&B)	3.7%	3.3%	2.6%	4.7%	3.6%
Flight and accommodation (half board)	16.0%	15.1%	17.0%	16.3%	16.1%
Flight and accommodation (full board)	4.2%	3.7%	3.9%	4.7%	4.1%
Flight and accommodation (all inclusive)	49.4%	54.8%	59.6%	52.3%	54.1%
<b>% Tourists using low-cost airlines</b>	38.5%	51.8%	43.3%	44.6%	44.6%
<b>Other expenses in their place of residence:</b>					
- Car rental	15.5%	13.7%	13.4%	12.6%	13.8%
- Sporting activities	12.1%	11.0%	10.0%	9.9%	10.7%
- Excursions	4.6%	4.9%	6.4%	4.7%	5.2%
- Combined trip to other islands	1.6%	1.4%	0.6%	1.5%	1.3%

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

### How do they book?

	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	47.2%	44.8%	42.7%	45.3%	44.9%
- Tour Operator's website	79.6%	73.7%	73.6%	74.9%	75.5%
<b>Accommodation</b>	10.5%	11.3%	10.9%	11.0%	10.9%
- Accommodation's website	82.3%	87.0%	80.5%	82.9%	83.2%
<b>Travel agency (High street)</b>	20.1%	23.0%	29.9%	24.1%	24.4%
<b>Online Travel Agency (OTA)</b>	17.4%	16.8%	13.0%	17.2%	16.1%
<b>No need to book accommodation</b>	4.8%	4.0%	3.4%	2.4%	3.6%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	49.5%	46.3%	47.2%	47.9%	47.7%
- Tour Operator's website	76.4%	70.4%	71.9%	73.2%	73.0%
<b>Airline</b>	18.2%	21.6%	14.3%	17.4%	17.8%
- Airline's website	98.1%	95.4%	96.4%	95.8%	96.3%
<b>Travel agency (High street)</b>	18.5%	20.3%	27.9%	21.7%	22.2%
<b>Online Travel Agency (OTA)</b>	13.8%	11.9%	10.6%	12.9%	12.3%

### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	3.1%	3.3%	4.1%	3.3%	3.4%
4* Hotel	49.6%	51.7%	56.9%	52.3%	52.7%
1-2-3* Hotel	18.0%	16.8%	18.8%	17.6%	17.8%
Apartment	23.5%	24.2%	16.4%	23.9%	21.9%
Property (privately-owned, friends, family)	4.2%	3.3%	3.0%	2.2%	3.1%
Others	1.6%	0.7%	1.0%	0.8%	1.0%

### How are they?

	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	49.4%	43.2%	46.5%	49.3%	47.1%
Percentage of women	50.6%	56.8%	53.5%	50.7%	52.9%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	43.3	43.7	42.8	47.2	44.3
Standard deviation	14.8	14.8	13.5	15.2	14.7

	Q1	Q2	Q3	Q4	Total
<b>Age range</b>					
16-24 years old	9.0%	7.4%	8.5%	5.5%	7.6%
25-30 years old	15.6%	15.6%	13.9%	12.6%	14.4%
31-45 years old	35.7%	35.5%	36.5%	27.6%	33.8%
46-60 years old	24.1%	25.1%	29.3%	32.8%	28.0%
Over 60 years old	15.5%	16.4%	11.9%	21.4%	16.3%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	22.0%	20.6%	20.4%	20.2%	20.7%
Upper/Middle management employee	42.8%	41.3%	44.7%	41.1%	42.5%
Auxiliary level employee	12.8%	15.1%	15.6%	14.1%	14.4%
Students	5.8%	5.2%	6.1%	2.9%	5.0%
Retired	14.4%	14.6%	10.8%	20.0%	15.0%
Unemployed / unpaid dom. work	2.2%	3.3%	2.5%	1.8%	2.4%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	17.5%	19.3%	18.0%	15.6%	17.6%
€24,001 - €36,000	17.6%	19.4%	19.6%	20.2%	19.2%
€36,001 - €48,000	18.0%	18.1%	16.1%	17.6%	17.4%
€48,001 - €60,000	15.2%	14.5%	16.9%	14.7%	15.3%
€60,001 - €72,000	9.3%	7.7%	9.0%	8.9%	8.7%
€72,001 - €84,000	6.4%	6.6%	5.4%	5.7%	6.0%
More than €84,000	16.0%	14.3%	15.0%	17.3%	15.7%

# Tourist profile by quarter of trip (2015)

## Fuerteventura: All markets



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	532,277	556,411	597,768	555,789	2,242,245
- Fuerteventura	421,454	446,399	466,945	471,216	1,806,014
- Gran Canaria	986,083	650,907	780,001	1,030,269	3,447,259
- Tenerife	1,148,998	928,946	1,198,155	1,242,115	4,518,215
- La Palma	46,683	40,201	31,301	48,915	167,100

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.0%	21.2%	19.4%	16.6%	18.4%
- Fuerteventura	13.4%	17.0%	15.2%	14.1%	14.8%
- Gran Canaria	31.4%	24.8%	25.4%	30.8%	28.3%
- Tenerife	36.6%	35.4%	39.0%	37.1%	37.1%
- La Palma	1.5%	1.5%	1.0%	1.5%	1.4%

### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.0%	7.7%	5.2%	7.4%	7.5%
Only with partner	53.8%	56.1%	42.2%	55.9%	51.9%
Only with children (under the age of 13)	0.8%	0.6%	2.1%	0.9%	1.1%
Partner + children (under the age of 13)	11.5%	12.7%	19.0%	9.5%	13.2%
Other relatives	6.6%	5.9%	6.1%	6.1%	6.2%
Friends	6.7%	4.8%	3.6%	6.5%	5.4%
Work colleagues	0.4%	0.1%	0.1%	0.3%	0.2%



### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.6%	91.2%	87.5%	95.1%	91.8%
Beaches	50.9%	60.8%	65.4%	57.9%	58.9%
Tranquillity/rest/relaxation	45.7%	47.8%	44.8%	47.8%	46.5%
Scenery	15.7%	13.9%	13.2%	14.4%	14.3%
Price	16.1%	15.3%	12.0%	12.8%	14.0%
Visiting new places	11.6%	13.7%	15.2%	10.4%	12.7%
Security	6.0%	6.1%	9.8%	10.0%	8.1%
Suitable destination for children	6.2%	7.3%	11.6%	5.6%	7.7%
Ease of travel	9.0%	6.2%	5.2%	6.5%	6.7%
Nautical activities	4.7%	5.0%	4.7%	4.9%	4.8%
Quality of the environment	3.5%	5.0%	4.2%	4.8%	4.4%
Active tourism	4.6%	3.5%	2.7%	2.5%	3.3%
Shopping	1.4%	1.1%	1.6%	1.3%	1.4%
Culture	0.5%	1.1%	1.4%	1.5%	1.1%
Nightlife/fun	0.9%	1.1%	0.9%	1.4%	1.1%
Golf	1.2%	0.8%	0.4%	1.3%	0.9%



### How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	89.6%	95.2%	92.2%	93.9%	92.8%
Average rating (scale 1-10)	8.50	8.92	8.77	8.82	8.76



### How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists of the island	44.9%	42.8%	37.4%	47.4%	43.1%
-more than 10 visits to the island	5.7%	6.3%	3.8%	6.9%	5.7%

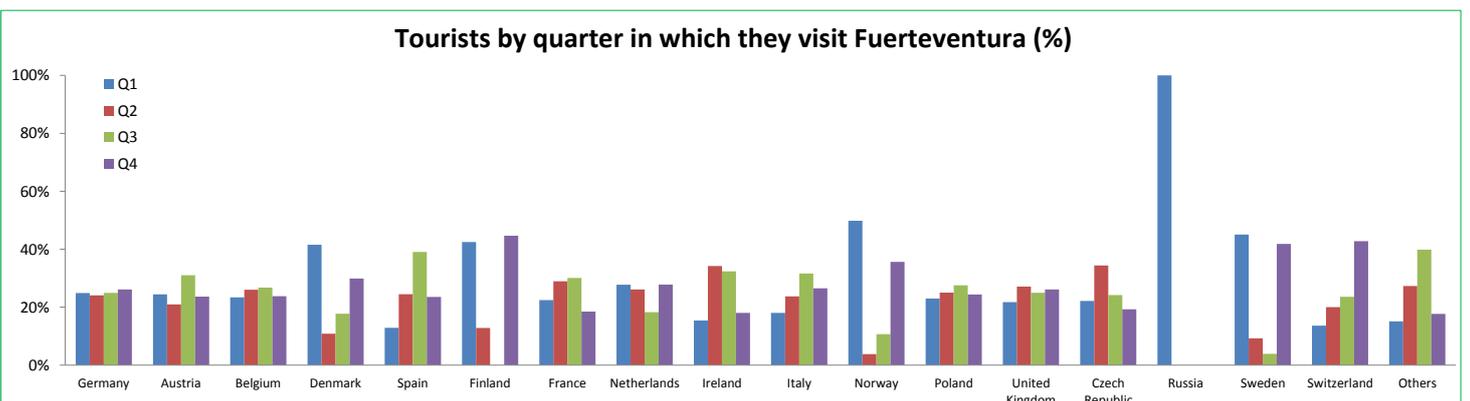
### Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
Germany	180,372	174,555	180,655	189,573	725,154
United Kingdom	97,927	122,032	112,335	117,601	449,896
France	25,022	32,258	33,544	20,582	111,405
Spain	13,971	26,548	42,341	25,499	108,358
Italy	17,103	22,502	29,966	25,124	94,695
Poland	14,306	15,560	17,134	15,173	62,173
Sweden	20,569	4,217	1,776	19,101	45,664
Netherlands	11,547	10,872	7,599	11,572	41,590
Ireland	5,608	12,453	11,785	6,563	36,409
Switzerland	4,558	6,687	7,884	14,309	33,438



### What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	67.7%	61.4%	56.0%	69.7%	63.7%
Recommendation by friends or relatives	29.5%	30.5%	32.6%	30.9%	30.9%
The Canary Islands television channel	0.3%	0.6%	0.7%	0.3%	0.5%
Other television or radio channels	0.9%	0.6%	0.6%	0.8%	0.7%
Information in the press/magazines/books	3.9%	3.7%	4.1%	3.6%	3.8%
Attendance at a tourism fair	0.5%	0.2%	0.5%	0.2%	0.3%
Tour Operator's brochure or catalogue	9.2%	10.7%	16.3%	9.3%	11.4%
Recommendation by Travel Agency	10.7%	13.9%	19.0%	12.8%	14.2%
Information obtained via the Internet	31.4%	30.3%	30.8%	28.9%	30.3%
Senior Tourism programme	0.1%	0.1%	0.1%	0.2%	0.1%
Others	4.9%	5.1%	3.5%	4.3%	4.4%



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.