

TOURIST PROFILE BY QUARTER OF TRIP (2019)

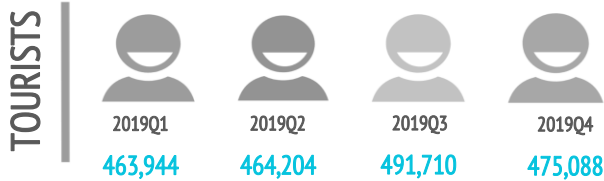
FUERTEVENTURA

How many are they and how much do they spend?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	0.46	0.46	0.49	0.48	1.89
Tourist arrivals > 15 years old (EGT) (*)	0.41	0.39	0.42	0.44	1.66
- book holiday package (*)	0.30	0.29	0.31	0.33	1.23
- do not book holiday package (*)	0.11	0.11	0.11	0.10	0.43
- % tourists who book holiday package	72.4%	72.5%	74.7%	76.8%	74.2%

(*) Million of tourists

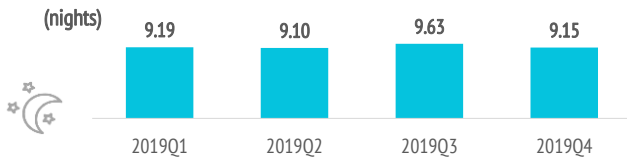


% TOURISTS WHO BOOK HOLIDAY PACKAGE

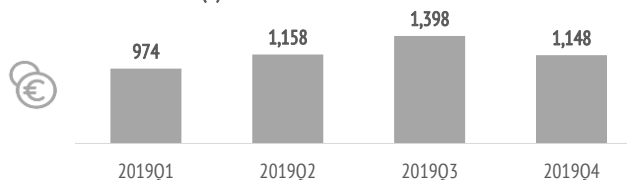


	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	974	1,158	1,398	1,148	1,169
- book holiday package	1,035	1,198	1,455	1,167	1,214
- holiday package	893	1,035	1,280	1,010	1,055
- others	142	163	174	157	159
- do not book holiday package	814	1,052	1,229	1,084	1,040
- flight	190	325	354	318	294
- accommodation	335	412	478	422	410
- others	289	315	398	345	336
Average length of stay	9.19	9.10	9.63	9.15	9.27
- book holiday package	9.30	8.74	9.26	8.94	9.06
- do not book holiday package	8.90	10.06	10.75	9.86	9.87
Average daily expenditure (€)	116.0	139.6	154.7	136.1	136.6
- book holiday package	119.2	143.9	163.5	138.0	141.2
- do not book holiday package	107.7	128.0	128.9	129.7	123.2
Total turnover (> 15 years old) (€m)	402	457	581	500	1,940
- book holiday package	310	343	451	390	1,495
- do not book holiday package	93	114	129	110	446

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	83.1%	79.2%	70.7%	83.2%	79.1%
Sea	52.7%	62.1%	63.3%	62.5%	60.1%
Beaches	50.0%	60.5%	63.4%	59.6%	58.4%
Tranquility	53.6%	57.4%	56.2%	57.3%	56.1%
Safety	51.7%	57.9%	58.0%	56.3%	56.0%
Accommodation supply	42.3%	48.4%	47.9%	45.7%	46.0%
European belonging	38.3%	41.5%	40.9%	41.1%	40.5%
Effortless trip	38.0%	41.5%	38.6%	40.8%	39.7%
Price	40.3%	36.7%	37.8%	37.0%	38.0%
Environment	31.5%	29.3%	28.8%	27.7%	29.3%
Landscapes	30.0%	24.0%	28.3%	25.9%	27.0%
Gastronomy	21.8%	21.4%	22.9%	20.4%	21.6%
Authenticity	18.1%	20.2%	23.1%	18.2%	19.9%
Fun possibilities	13.1%	17.2%	22.7%	18.6%	17.9%
Exoticism	10.5%	9.5%	12.0%	10.0%	10.5%
Shopping	5.8%	7.1%	10.0%	8.5%	7.9%
Hiking trail network	8.6%	5.4%	5.5%	7.2%	6.7%
Historical heritage	6.6%	5.3%	7.5%	4.4%	5.9%
Culture	5.8%	5.3%	7.2%	5.4%	5.9%
Nightlife	5.0%	4.1%	5.8%	4.6%	4.9%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	60.1%	66.7%	60.8%	60.5%	62.0%
Enjoy family time	8.7%	9.3%	14.4%	11.1%	10.9%
Have fun	5.2%	3.6%	5.4%	6.3%	5.2%
Explore the destination	19.8%	15.3%	15.3%	16.0%	16.6%
Practice their hobbies	4.0%	3.4%	2.8%	3.6%	3.4%
Other reasons	2.2%	1.6%	1.3%	2.5%	1.9%

How far in advance do they book their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.8%	0.2%	0.4%	0.4%	0.5%
Between 1 and 30 days	28.3%	15.9%	20.4%	24.2%	22.3%
Between 1 and 2 months	28.0%	22.6%	17.6%	23.7%	23.0%
Between 3 and 6 months	29.2%	40.9%	34.7%	33.1%	34.4%
More than 6 months	13.7%	20.4%	26.9%	18.7%	19.9%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2019)

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What channels did they use to get information about the trip? 🔍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	53.5%	51.9%	44.3%	57.6%	51.9%
Friends or relatives	18.4%	21.3%	23.5%	18.7%	20.4%
Internet or social media	50.6%	57.2%	54.7%	51.6%	53.5%
Mass Media	1.5%	1.8%	1.6%	2.1%	1.7%
Travel guides and magazines	8.0%	9.9%	8.3%	7.8%	8.5%
Travel Blogs or Forums	5.3%	5.9%	6.1%	4.2%	5.3%
Travel TV Channels	1.0%	0.8%	0.7%	0.9%	0.9%
Tour Operator or Travel Agency	25.2%	30.3%	32.5%	27.0%	28.7%
Public administrations or similar	0.6%	0.3%	0.3%	0.1%	0.3%
Others	1.3%	1.3%	2.1%	1.4%	1.5%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	38.0%	29.2%	26.9%	26.2%	30.0%
- Tour Operator or Travel Agency	62.0%	70.8%	73.1%	73.8%	70.0%
Accommodation					
- Directly with the accommodation	30.7%	20.6%	19.5%	19.2%	22.5%
- Tour Operator or Travel Agency	69.3%	79.4%	80.5%	80.8%	77.5%

Where do they stay? 🏠

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	17.3%	19.1%	18.4%	14.5%	17.2%
4* Hotel	52.3%	53.5%	54.4%	53.9%	53.5%
5* Hotel / 5* Luxury Hotel	2.7%	5.3%	5.5%	4.7%	4.6%
Aparthotel / Tourist Villa	16.6%	12.1%	13.3%	14.9%	14.3%
House/room rented in a private dwelling	3.9%	2.9%	2.1%	3.3%	3.0%
Private accommodation ⁽¹⁾	3.6%	4.3%	4.3%	4.4%	4.1%
Others (Cottage, cruise, camping,...)	3.7%	2.9%	2.0%	4.3%	3.2%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book? 📄

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	16.8%	10.4%	11.7%	12.4%	12.8%
Bed and Breakfast	4.6%	4.2%	3.9%	5.3%	4.5%
Half board	16.8%	21.2%	16.5%	20.8%	18.8%
Full board	9.3%	6.4%	6.0%	5.2%	6.7%
All inclusive	52.6%	57.8%	61.9%	56.3%	57.1%

”
57.1% of tourists book all inclusive.



52.6%
2019Q1



61.9%
2019Q3



57.8%
2019Q2



56.3%
2019Q4

Other expenses 📍

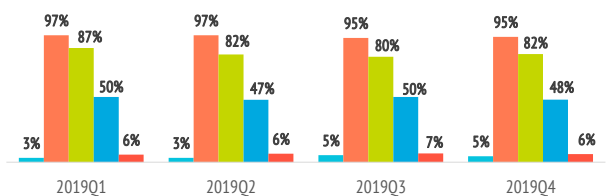
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	42.9%	43.3%	39.4%	41.4%	41.7%
Supermarkets	40.5%	40.3%	39.8%	39.4%	40.0%
Car rental	25.5%	30.2%	25.7%	23.2%	26.0%
Organized excursions	13.0%	13.6%	19.0%	16.7%	15.6%
Taxi, transfer, chauffeur service	56.9%	58.0%	57.2%	54.5%	56.6%
Theme Parks	3.3%	5.2%	4.6%	5.3%	4.6%
Sport activities	4.4%	7.2%	8.6%	7.7%	7.0%
Museums	2.3%	2.5%	2.3%	1.0%	2.0%
Flights between islands	3.9%	4.4%	5.0%	4.2%	4.4%

Activities in the Canary Islands 🏖

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	3.3%	3.3%	5.4%	4.6%	4.2%
1 - 2 hours	9.7%	14.7%	14.3%	13.1%	13.0%
3 - 6 hours	37.3%	34.5%	30.7%	34.7%	34.3%
7 - 12 hours	44.0%	41.0%	42.9%	41.5%	42.4%
More than 12 hours	5.7%	6.5%	6.7%	6.2%	6.3%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Beach	68.3%	80.1%	80.7%	78.4%	76.8%
Walk, wander	63.1%	62.4%	51.2%	57.3%	58.4%
Swimming pool, hotel facilities	46.5%	59.0%	59.5%	49.4%	53.5%
Explore the island on their own	42.1%	43.0%	38.7%	37.8%	40.4%
Taste Canarian gastronomy	17.6%	20.3%	19.4%	15.3%	18.1%
Sport activities	13.4%	20.3%	18.5%	18.0%	17.5%
Organized excursions	11.5%	14.1%	20.4%	12.8%	14.7%
Activities at sea	9.9%	13.0%	13.8%	12.6%	12.3%
Nature activities	10.5%	8.6%	7.0%	9.8%	9.0%
Nightlife / concerts / shows	7.5%	9.2%	9.6%	7.7%	8.5%
Wineries/markets/popular festival	7.9%	7.6%	8.5%	6.9%	7.7%
Theme parks	5.1%	8.5%	11.1%	5.5%	7.5%
Sea excursions / whale watching	3.9%	7.7%	10.7%	5.9%	7.0%
Museums / exhibitions	6.4%	5.1%	6.2%	4.3%	5.5%
Beauty and health treatments	3.7%	5.4%	5.1%	4.5%	4.7%
Astronomical observation	3.1%	2.7%	2.8%	2.5%	2.8%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2019)

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Which places do they visit in Lanzarote?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Playas de Jandía	35.9%	38.6%	38.5%	36.5%	37.3%
Parque Natural Dunas de Corralejo	25.0%	30.6%	31.2%	24.7%	27.8%
Cotillo	24.4%	24.6%	22.9%	21.3%	23.3%
Betancuria	20.2%	21.8%	18.9%	17.8%	19.6%
Mirador de Betancuria	16.6%	18.0%	14.5%	12.3%	15.3%
Cofete	13.9%	15.8%	15.8%	13.5%	14.7%
Fábricas o museos de Aloe Vera	9.1%	7.9%	9.8%	7.0%	8.4%
Montaña Sagrada de Tindaya	7.8%	8.0%	7.5%	6.3%	7.4%
Mirador de Sicasumbre	5.9%	5.6%	5.1%	4.2%	5.2%
Museos	5.5%	5.5%	5.6%	3.4%	5.0%
La Casa de los Coroneles	5.1%	4.8%	3.7%	2.7%	4.0%



4 in 10 tourists in Fuerteventura visit

Playas de Jandía



2019Q1	35.9%
2019Q2	38.6%
2019Q3	38.5%
2019Q4	36.5%

Internet usage during their trip



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	16.6%	17.2%	16.9%	15.0%	16.4%
- Flights	13.2%	12.2%	13.3%	14.6%	13.3%
- Accommodation	18.1%	19.0%	19.2%	19.8%	19.0%
- Transport	12.5%	13.0%	14.0%	14.0%	13.4%
- Restaurants	24.8%	25.5%	21.6%	22.3%	23.5%
- Excursions	22.3%	27.4%	29.5%	21.4%	25.4%
- Activities	25.8%	28.4%	32.3%	27.1%	28.6%
Book or purchase					
- Tourist package	46.8%	44.0%	41.4%	48.4%	45.2%
- Flights	59.9%	59.1%	54.2%	55.8%	57.1%
- Accommodation	54.4%	52.4%	47.4%	48.1%	50.4%
- Transport	47.3%	45.8%	42.8%	43.8%	44.8%
- Restaurants	10.7%	8.8%	9.6%	8.8%	9.4%
- Excursions	8.4%	8.4%	12.0%	12.1%	10.4%
- Activities	12.4%	11.6%	13.3%	11.3%	12.2%

* Multi-choice question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	14.5%	8.6%	8.0%	10.3%	10.4%
Used the Internet	85.5%	91.4%	92.0%	89.7%	89.6%
- Own Internet connection	29.4%	36.6%	37.0%	32.0%	33.7%
- Free Wifi connection	41.0%	41.1%	40.6%	42.4%	41.3%
Applications*					
- Search for locations or maps	54.1%	55.1%	57.2%	52.5%	54.7%
- Search for destination info	39.6%	38.9%	40.8%	37.4%	39.1%
- Share pictures or trip videos	53.2%	54.7%	61.0%	57.0%	56.6%
- Download tourist apps	6.4%	7.0%	6.9%	7.9%	7.1%
- Others	24.9%	28.7%	20.6%	24.9%	24.7%

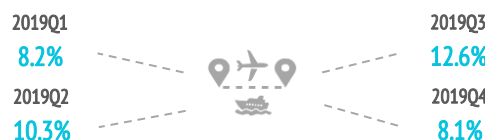
* Multi-choice question

How many islands do they visit during their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	91.8%	89.7%	87.4%	91.9%	90.2%
Two islands	6.7%	9.3%	11.1%	7.3%	8.6%
Three or more islands	1.5%	1.0%	1.4%	0.8%	1.2%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Average rating	8.73	8.68	8.61	8.76	8.69

Experience in the Canary Islands	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Worse or much worse than expected	1.7%	2.0%	3.5%	1.3%	2.1%
Lived up to expectations	52.1%	59.4%	54.0%	60.7%	56.5%
Better or much better than expected	46.3%	38.6%	42.6%	38.0%	41.3%

Future intentions (scale 1-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Return to the Canary Islands	8.90	8.77	8.38	8.89	8.74
Recommend visiting the Canary Islands	9.03	8.93	8.78	9.03	8.94

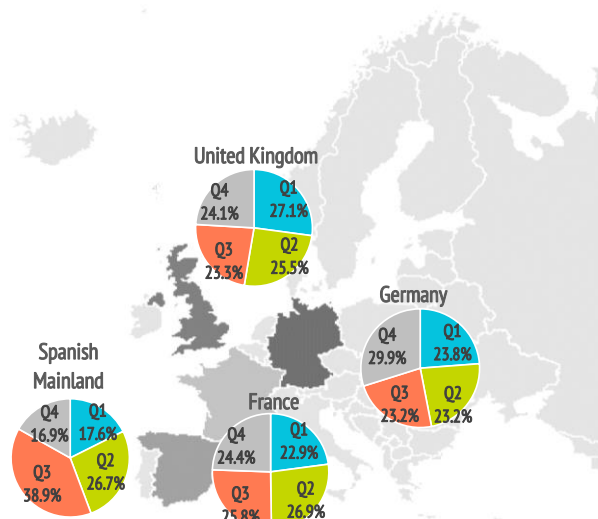
How many are loyal to the Canary Islands?



	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Repeat tourists	62.3%	64.4%	54.8%	67.0%	62.2%
Repeat tourists (last 5 years)	5.7%	7.9%	5.8%	9.7%	7.3%
Repeat tourists (last 5 years)(5 or more visits)	72.7%	73.3%	64.1%	77.7%	72.0%
At least 10 previous visits	16.8%	16.1%	12.5%	20.5%	16.5%

FUERTEVENTURA: MAIN MARKETS

% TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2019)

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Where are they from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Germany	35.0%	35.7%	33.9%	41.7%	36.6%
United Kingdom	27.5%	27.1%	23.5%	23.2%	25.3%
Spanish Mainland	6.0%	9.5%	13.1%	5.4%	8.4%
France	5.4%	6.6%	6.1%	5.5%	5.9%
Italy	4.5%	4.4%	6.1%	4.1%	4.7%
Poland	4.3%	3.5%	3.8%	3.6%	3.8%
Netherlands	2.9%	2.3%	2.3%	2.7%	2.6%
Ireland	1.7%	2.6%	1.7%	1.8%	1.9%
Switzerland	1.6%	1.7%	2.1%	2.1%	1.9%
Sweden	3.1%	0.9%	0.7%	2.5%	1.8%
Denmark	2.5%	1.3%	0.7%	1.7%	1.5%
Czech Republic	0.7%	0.8%	2.1%	0.9%	1.1%
Austria	0.5%	1.1%	1.0%	1.1%	0.9%
Belgium	0.7%	0.9%	0.9%	0.7%	0.8%
Finland	1.0%	0.2%	0.0%	0.9%	0.5%
Norway	0.6%	0.0%	0.0%	0.8%	0.4%
Portugal	0.1%	0.4%	0.9%	0.2%	0.4%
Others	1.9%	1.1%	1.2%	1.1%	1.3%

Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	6.8%	8.1%	9.3%	8.2%	8.1%
Only with partner	60.6%	50.3%	38.9%	53.5%	50.8%
Only with children (< 13 years old)	3.9%	6.4%	8.5%	5.4%	6.0%
Partner + children (< 13 years old)	4.2%	7.3%	9.6%	5.5%	6.6%
Other relatives	6.4%	7.8%	9.7%	8.2%	8.0%
Friends	5.6%	5.4%	3.8%	4.7%	4.9%
Work colleagues	0.2%	0.2%	0.2%	0.0%	0.2%
Organized trip	0.4%	0.2%	0.2%	0.5%	0.3%
Other combinations ⁽¹⁾	12.0%	14.3%	19.7%	14.0%	15.0%

(1) Different situations have been isolated

Tourists with children	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	12.3%	19.5%	25.2%	16.4%	18.3%
- Between 0 and 2 years old	1.2%	1.7%	1.0%	1.0%	1.2%
- Between 3 and 12 years old	10.0%	16.8%	22.7%	14.3%	15.9%
- Between 0-2 and 3-12 years	1.2%	1.0%	1.5%	1.0%	1.2%

Tourists without children	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists without children	87.7%	80.5%	74.8%	83.6%	81.7%
Group composition:					
- 1 person	11.6%	10.8%	12.1%	10.4%	11.2%
- 2 people	66.8%	56.5%	45.8%	60.2%	57.4%
- 3 people	7.6%	12.7%	16.7%	11.4%	12.1%
- 4 or 5 people	11.0%	17.7%	21.9%	14.3%	16.2%
- 6 or more people	3.0%	2.4%	3.5%	3.6%	3.2%
Average group size:	2.37	2.55	2.71	2.55	2.55



18.3% of tourists travel with children.



Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	48.9%	51.3%	47.8%	48.7%	49.1%
Women	51.1%	48.7%	52.2%	51.3%	50.9%
Age					
Average age (tourist > 15 years old)	52.2	48.5	44.0	52.1	49.2
Standard deviation	15.5	14.8	13.6	15.2	15.2
Age range (> 15 years old)					
16 - 24 years old	4.2%	5.6%	8.5%	3.4%	5.4%
25 - 30 years old	7.8%	8.2%	11.1%	7.7%	8.7%
31 - 45 years old	21.9%	28.7%	33.1%	21.4%	26.2%
46 - 60 years old	30.6%	34.0%	35.9%	35.0%	33.9%
Over 60 years old	35.5%	23.3%	11.3%	32.4%	25.7%
Occupation					
Salaried worker	44.5%	57.5%	61.9%	53.7%	54.4%
Self-employed	9.1%	11.9%	11.8%	11.6%	11.1%
Unemployed	0.9%	0.6%	1.3%	0.7%	0.9%
Business owner	10.8%	9.2%	10.3%	9.5%	10.0%
Student	2.9%	2.4%	4.8%	1.5%	2.9%
Retired	30.1%	16.7%	8.4%	21.7%	19.3%
Unpaid domestic work	1.0%	0.5%	1.2%	0.7%	0.9%
Others	0.7%	1.1%	0.2%	0.5%	0.6%
Annual household income level					
Less than €25,000	16.3%	14.2%	17.4%	14.6%	15.6%
€25,000 - €49,999	43.8%	40.4%	39.2%	36.5%	39.9%
€50,000 - €74,999	21.1%	22.5%	22.3%	21.8%	21.9%
More than €74,999	18.9%	22.9%	21.1%	27.1%	22.5%
Education level					
No studies	3.8%	3.6%	4.0%	2.7%	3.5%
Primary education	2.6%	3.6%	3.1%	3.7%	3.3%
Secondary education	27.0%	23.4%	24.0%	23.3%	24.4%
Higher education	66.5%	69.4%	68.9%	70.3%	68.8%



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% SALARIED WORKED TOURISTS

