

Tourist profile trend (2017)

FUERTEVENTURA

How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR) (mill.)	1.77	1.88	1.97	2.18	2.22
Tourist arrivals (> 16 years old) (mill.)	1.51	1.60	1.67	1.91	1.94
Average daily expenditure (€)	119.80	118.09	124.96	129.53	135.64
. in their place of residence	93.89	93.78	98.14	101.96	106.67
. in the Canary Islands	25.91	24.31	26.83	27.57	28.96
Average length of stay	9.61	9.49	9.57	9.62	9.23
Turnover per tourist (€)	1,070	1,046	1,109	1,152	1,168
Total turnover (€m)	1,897	1,971	2,184	2,507	2,591
Tourist arrivals: year on year change	--	6.3%	4.5%	10.6%	1.9%
Turnover: year on year change	--	3.9%	10.8%	14.8%	3.4%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	9.2%	8.6%	9.6%	8.9%	9.2%
- Additional accommodation expenses	8.1%	5.0%	5.7%	6.4%	4.3%
Transport:					
- Public transport	14.5%	15.6%	13.5%	13.9%	11.4%
- Taxi	19.0%	18.8%	19.3%	18.8%	16.0%
- Car rental	23.5%	20.3%	22.7%	19.8%	19.0%
Food and drink:					
- Food purchases at supermarkets	49.8%	44.5%	45.4%	45.1%	44.4%
- Restaurants	49.1%	51.6%	51.9%	52.8%	51.5%
Souvenirs:					
	64.2%	64.5%	63.4%	60.2%	57.2%
Leisure:					
- Organized excursions	15.7%	15.8%	15.9%	16.5%	17.6%
- Leisure, amusement	6.6%	7.1%	6.9%	7.8%	7.1%
- Trip to other islands	3.8%	4.3%	3.9%	4.0%	4.0%
- Sporting activities	11.1%	13.0%	13.1%	14.6%	11.3%
- Cultural activities	3.2%	4.5%	5.0%	6.6%	4.6%
- Discos and disco-pubs	6.7%	4.4%	7.0%	8.2%	6.7%
Others:					
- Wellness	7.3%	7.1%	7.8%	8.6%	7.8%
- Medical expenses	4.6%	4.0%	4.9%	5.0%	4.8%
- Other expenses	15.3%	10.3%	12.5%	10.6%	13.8%

2017



+2%
TOURISTS
2,218,648



+1%
TRAVEL EXPENSES
€1,168



+3%
TURNOVER
€2,591 MILL

What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	4.9%	4.1%	3.8%	3.8%	3.3%
Flight and accommodation (room only)	15.5%	13.7%	15.7%	15.3%	15.7%
Flight and accommodation (B&B)	2.7%	2.7%	3.6%	4.1%	3.7%
Flight and accommodation (half board)	20.6%	17.1%	16.4%	19.3%	18.0%
Flight and accommodation (full board)	4.7%	4.7%	4.1%	4.7%	5.6%
Flight and accommodation (all inclusive)	51.6%	57.7%	56.5%	52.7%	53.7%
<u>% Tourists using low-cost airlines</u>	39.9%	40.0%	43.3%	47.9%	46.8%
<u>Other expenses in their place of residence:</u>					
- Car rental	12.4%	9.6%	12.9%	11.5%	13.0%
- Sporting activities	11.0%	10.5%	11.0%	10.8%	9.2%
- Excursions	4.4%	4.4%	5.3%	5.6%	5.3%
- Trip to other islands	1.5%	1.5%	1.3%	1.3%	1.2%

How do they book?



	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	43.0%	47.0%	45.9%	43.6%	47.5%
- Tour Operator's website	74.1%	69.2%	74.5%	74.1%	78.0%
Accommodation	10.3%	8.5%	10.9%	10.8%	9.9%
- Accommodation's website	82.2%	83.3%	82.8%	86.3%	87.2%
Travel agency (High street)	28.5%	28.5%	25.0%	26.4%	25.0%
Online Travel Agency (OTA)	15.5%	13.8%	15.8%	16.9%	15.5%
No need to book accommodation	2.8%	2.2%	2.4%	2.3%	2.2%
Flight booking					
Tour Operator	44.9%	48.4%	48.7%	46.0%	48.8%
- Tour Operator's website	69.3%	67.8%	72.0%	70.0%	75.5%
Airline	17.4%	14.9%	16.5%	17.1%	16.2%
- Airline's website	95.2%	93.7%	96.1%	95.7%	96.6%
Travel agency (High street)	25.8%	26.0%	22.7%	24.3%	23.1%
Online Travel Agency (OTA)	12.0%	10.7%	12.2%	12.6%	11.9%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	0.3%	0.3%	0.3%	0.3%	0.2%
Between 2 and 7 days	7.2%	8.4%	6.4%	5.6%	5.1%
Between 8 and 15 days	12.0%	10.0%	8.7%	7.8%	7.6%
Between 16 and 30 days	19.3%	17.9%	15.6%	15.9%	14.0%
Between 31 and 90 days	33.7%	31.4%	35.4%	33.7%	34.3%
More than 90 days	27.6%	32.0%	33.5%	36.6%	38.7%

Who are they?



	2013	2014	2015	2016	2017
Gender					
Men	42.5%	45.8%	46.4%	48.3%	46.2%
Women	57.5%	54.2%	53.6%	51.7%	53.8%
Age					
Average age (tourists > 16 years old)	43.7	44.5	44.8	45.3	47.7
Standard deviation	14.3	14.4	14.6	14.7	15.1
Age range (> 16 years old)					
16-24 years old	8.0%	8.9%	8.1%	7.4%	6.4%
25-30 years old	13.7%	11.5%	12.9%	12.0%	9.7%
31-45 years old	34.9%	32.5%	31.3%	32.6%	28.0%
46-60 years old	29.2%	31.9%	31.5%	30.8%	33.7%
Over 60 years old	14.2%	15.2%	16.2%	17.3%	22.2%
Occupation					
Business owner or self-employed	22.3%	20.3%	20.6%	19.5%	20.7%
Upper/Middle management employee	42.8%	42.8%	42.3%	43.6%	40.4%
Auxiliary level employee	13.5%	14.3%	14.9%	13.8%	14.8%
Students	5.6%	5.9%	5.0%	5.7%	3.8%
Retired	12.2%	14.0%	14.9%	15.6%	18.8%
Unemployed / unpaid dom. work	3.6%	2.7%	2.3%	1.9%	1.6%
Annual household income level					
€12,000 - €24,000	19.1%	17.8%	16.9%	16.3%	16.3%
€24,001 - €36,000	18.7%	19.3%	19.3%	18.9%	19.6%
€36,001 - €48,000	15.8%	17.9%	17.6%	18.4%	15.9%
€48,001 - €60,000	15.7%	16.1%	15.8%	14.9%	15.9%
€60,001 - €72,000	9.8%	8.5%	8.7%	9.9%	9.9%
€72,001 - €84,000	5.3%	5.7%	5.8%	5.2%	6.5%
More than €84,000	15.6%	14.8%	15.9%	16.4%	15.9%

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Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	1,820,148	1,911,659	2,033,971	2,328,674	2,488,213
- Fuerteventura	1,514,524	1,595,143	1,668,484	1,914,107	1,938,908
- Gran Canaria	2,876,750	3,001,310	3,104,724	3,654,806	3,900,824
- Tenerife	3,996,638	4,193,228	4,249,936	4,885,901	5,144,415
- La Palma	143,472	138,916	163,425	221,541	277,952

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	17.6%	17.6%	18.1%	17.9%	18.1%
- Fuerteventura	14.6%	14.7%	14.9%	14.7%	14.1%
- Gran Canaria	27.8%	27.7%	27.7%	28.1%	28.4%
- Tenerife	38.6%	38.7%	37.9%	37.6%	37.4%
- La Palma	1.4%	1.3%	1.5%	1.7%	2.0%

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	2.8%	2.7%	3.3%	3.5%	3.2%
4* Hotel	53.3%	53.4%	54.3%	54.3%	54.3%
1-2-3* Hotel	18.8%	21.4%	18.9%	18.7%	18.8%
Apartment	22.3%	20.1%	20.8%	20.8%	21.2%
Property (privately-owned, friends, family)	2.3%	2.0%	2.0%	1.8%	1.5%
Others	0.5%	0.5%	0.7%	0.9%	1.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	93.4%	93.3%	92.0%	92.6%	93.5%
Beaches	62.6%	61.4%	60.8%	58.3%	60.5%
Tranquility/rest/relaxation	47.9%	47.5%	47.4%	44.5%	45.3%
Scenery	11.4%	12.7%	14.2%	13.5%	13.9%
Visiting new places	13.3%	13.5%	13.0%	12.5%	12.7%
Price	12.1%	14.3%	13.8%	12.5%	11.5%
Security	4.6%	4.9%	8.2%	12.6%	11.0%
Ease of travel	7.5%	6.6%	6.5%	7.3%	7.2%
Suitable destination for children	7.1%	9.3%	7.4%	7.2%	7.1%
Quality of the environment	3.4%	3.6%	4.3%	4.4%	4.5%
Nautical activities	5.7%	5.1%	4.5%	5.3%	4.3%
Active tourism	3.1%	2.6%	2.9%	3.6%	2.6%
Culture	1.1%	1.1%	1.0%	1.3%	1.3%
Nightlife/fun	1.3%	1.1%	1.2%	1.3%	1.1%
Shopping	1.3%	1.1%	1.3%	1.1%	1.1%
Golf	0.4%	0.6%	0.7%	0.8%	0.9%

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	9.4%	7.0%	7.0%	8.1%	6.2%
Only with partner	50.4%	49.3%	52.9%	50.1%	50.3%
Only with children (under the age of 13)	1.7%	1.5%	1.0%	1.3%	1.8%
Partner + children (under the age of 13)	12.9%	15.6%	12.9%	13.7%	13.5%
Other relatives	6.1%	5.5%	6.2%	6.1%	4.9%
Friends	5.2%	4.9%	5.1%	5.3%	5.6%
Work colleagues	0.1%	0.2%	0.2%	0.1%	0.2%
Other combinations ⁽¹⁾	14.2%	16.0%	14.6%	15.2%	17.5%

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

* Multi-choice question

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	92.5%	93.5%	92.3%	93.3%	93.7%
Average rating (scale 1-10)	8.68	8.77	8.74	8.80	8.83

How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	2013	2014	2015	2016	2017
At least 1 visit to the island	48.1%	47.9%	47.3%	48.5%	49.1%
At least 10 visits to the island	6.0%	5.1%	5.8%	5.9%	5.6%
At least 1 visit to the Canary Islands	75.3%	76.1%	74.8%	77.0%	77.6%
At least 10 visits to the Canary Islands	15.6%	14.0%	15.1%	14.7%	15.1%

Where are they from?

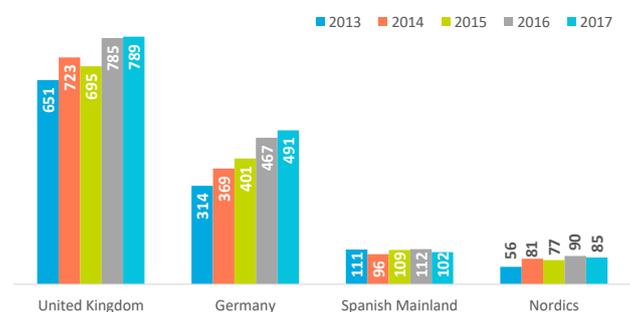
Tourists (> 16 years old)	2013	2014	2015	2016	2017
Germany	43.0%	45.3%	41.6%	41.0%	40.7%
United Kingdom	20.7%	23.1%	24.0%	24.4%	25.3%
Spanish Mainland	7.3%	6.0%	6.6%	5.8%	5.3%
France	5.7%	5.2%	6.2%	6.0%	5.2%
Italy	4.0%	3.7%	4.8%	5.4%	5.1%
Netherlands	3.0%	2.3%	2.4%	2.9%	3.7%
Poland	0.6%	2.4%	2.7%	1.7%	3.2%
Switzerland	2.8%	2.0%	2.1%	2.2%	2.5%
Sweden	0.2%	2.8%	2.3%	1.4%	2.1%
Others	12.6%	7.1%	7.3%	9.2%	6.9%

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	64.1%	64.8%	64.5%	64.1%	66.9%
Recommendation by friends/relatives	31.1%	29.2%	30.3%	32.1%	31.6%
The Canary Islands television channel	0.2%	0.2%	0.5%	0.3%	0.5%
Other television or radio channels	0.5%	0.9%	0.7%	0.9%	1.2%
Information in press/magazines/books	3.8%	4.8%	3.9%	3.6%	3.7%
Attendance at a tourism fair	0.5%	0.4%	0.4%	0.4%	0.6%
Tour Operator's brochure or catalogue	10.9%	12.1%	11.8%	10.3%	9.3%
Recommendation by Travel Agency	15.1%	14.3%	14.8%	14.4%	13.7%
Information obtained via the Internet	30.7%	29.1%	29.7%	30.1%	28.8%
Senior Tourism programme	0.0%	0.1%	0.2%	0.2%	0.2%
Others	4.7%	4.9%	4.1%	3.9%	3.9%

* Multi-choice question

Main markets: tourist arrivals (thousands)



Tourists over 16 years old.

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.