

FUERTEVENTURA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)

How many are they and how much do they spend?

	More than one island	Fuerteventura
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	1,894,946
Tourist arrivals > 15 years old (EGT)	162,008	1,659,115
- book holiday package	105,786	1,230,627
- do not book holiday package	56,222	428,488
- % tourists who book holiday package	65.3%	74.2%
Share of total tourist	9.8%	100%

TOURISTS BY QUARTER: MORE THAN ONE ISLAND

■ do not book holiday package ■ book holiday package



	More than one island	Fuerteventura
Expenditure per tourist (€)	1,420	1,136
- book holiday package	1,501	1,268
- holiday package	1,280	1,031
- others	221	237
- do not book holiday package	1,267	967
- flight	358	263
- accommodation	492	321
- others	417	383
Average length of stay	12.29	9.09
- book holiday package	11.94	8.64
- do not book holiday package	12.94	9.68
Average daily expenditure (€)	129.4	138.9
- book holiday package	137.4	155.4
- do not book holiday package	114.4	117.9
Total turnover (> 15 years old) (€m)	230	15,070
- book holiday package	159	9,416
- do not book holiday package	71	5,655

AVERAGE LENGTH OF STAY (nights)

■ More than one island ■ Fuerteventura



EXPENDITURE PER TOURIST (€)

■ More than one island ■ Fuerteventura



Importance of each factor in the destination choice

	More than one island	Fuerteventura
Climate	74.5%	79.1%
Sea	60.7%	60.1%
Beaches	59.8%	58.4%
Tranquility	55.9%	56.1%
Safety	53.9%	56.0%
Landscapes	42.8%	27.0%
Accommodation supply	41.5%	46.0%
European belonging	39.1%	40.5%
Price	38.7%	38.0%
Environment	37.4%	29.3%
Effortless trip	37.4%	39.7%
Authenticity	27.2%	19.9%
Gastronomy	25.8%	21.6%
Fun possibilities	20.0%	17.9%
Exoticism	16.4%	10.5%
Hiking trail network	11.2%	6.7%
Shopping	10.7%	7.9%
Historical heritage	10.1%	5.9%
Culture	9.9%	5.9%
Nightlife	7.2%	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.

What is the main motivation for their holidays?

	More than one island	Fuerteventura
Rest	52.3%	62.0%
Enjoy family time	8.0%	10.9%
Have fun	6.6%	5.2%
Explore the destination	28.1%	16.6%
Practice their hobbies	2.9%	3.4%
Other reasons	2.3%	1.9%

EXPLORE THE DESTINATION

More than one island  28.1%



Fuerteventura  16.6%

How far in advance do they book their trip?

	More than one island	Fuerteventura
The same day	0.5%	0.5%
Between 1 and 30 days	26.3%	22.3%
Between 1 and 2 months	18.5%	23.0%
Between 3 and 6 months	35.5%	34.4%
More than 6 months	19.2%	19.9%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

MORE ONE ISLAND

26.3%



Picture: Freepik.com

FUERTEVENTURA

22.3%

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

	More than one island	Fuerteventura
Previous visits to the Canary Islands	46.9%	51.9%
Friends or relatives	21.0%	20.4%
Internet or social media	51.8%	53.5%
Mass Media	1.9%	1.7%
Travel guides and magazines	10.1%	8.5%
Travel Blogs or Forums	7.2%	5.3%
Travel TV Channels	0.8%	0.9%
Tour Operator or Travel Agency	29.1%	28.7%
Public administrations or similar	0.8%	0.3%
Others	1.3%	1.5%

* Multi-choice question

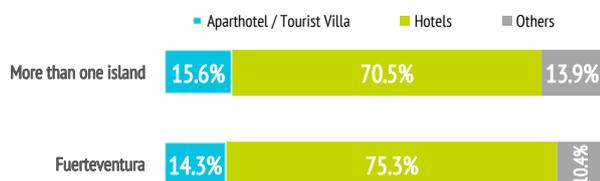
With whom did they book their flight and accommodation?

	More than one island	Fuerteventura
Flight		
- Directly with the airline	36.1%	30.0%
- Tour Operator or Travel Agency	63.9%	70.0%
Accommodation		
- Directly with the accommodation	28.8%	22.5%
- Tour Operator or Travel Agency	71.2%	77.5%

Where do they stay?

	More than one island	Fuerteventura
1-2-3* Hotel	15.4%	17.2%
4* Hotel	52.2%	53.5%
5* Hotel / 5* Luxury Hotel	2.9%	4.6%
Aparthotel / Tourist Villa	15.6%	14.3%
House/room rented in a private dwelling	4.0%	3.0%
Private accommodation (1)	4.6%	4.1%
Others (Cottage, cruise, camping,...)	5.4%	3.2%

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



What do they book?

	More than one island	Fuerteventura
Room only	16.1%	12.8%
Bed and Breakfast	7.8%	4.5%
Half board	17.2%	18.8%
Full board	9.2%	6.7%
All inclusive	49.7%	57.1%

”
16.1% of tourists book room only.
 (Fuerteventura: 12.8%) (Canary Islands: 27.9%)

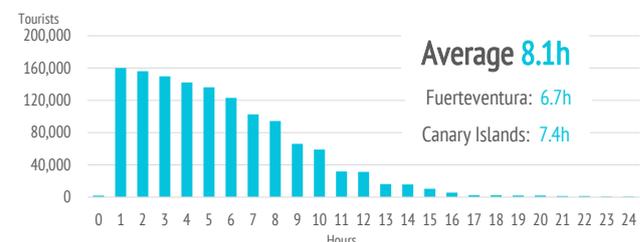
Other expenses

	More than one island	Fuerteventura
Restaurants or cafes	50.8%	41.7%
Supermarkets	47.7%	40.0%
Car rental	31.3%	26.0%
Organized excursions	30.2%	15.6%
Taxi, transfer, chauffeur service	49.5%	56.6%
Theme Parks	6.1%	4.6%
Sport activities	7.1%	7.0%
Museums	4.7%	2.0%
Flights between islands	29.9%	4.4%

Activities in the Canary Islands

	More than one island	Fuerteventura
Outdoor time per day		
0 hours	1.2%	4.2%
1 - 2 hours	6.4%	13.0%
3 - 6 hours	29.2%	34.3%
7 - 12 hours	53.2%	42.4%
More than 12 hours	10.0%	6.3%

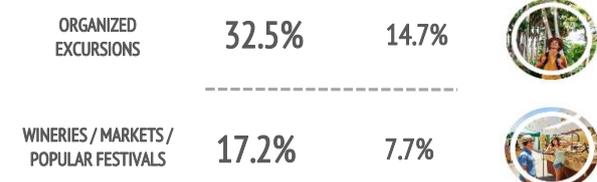
TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	More than one island	Fuerteventura
Activities in the Canary Islands		
Beach	74.9%	76.8%
Walk, wander	62.7%	58.4%
Swimming pool, hotel facilities	47.5%	53.5%
Explore the island on their own	44.6%	40.4%
Organized excursions	32.5%	14.7%
Taste Canarian gastronomy	24.9%	18.1%
Wineries / markets / popular festivals	17.2%	7.7%
Sea excursions / whale watching	14.4%	7.0%
Sport activities	13.9%	17.5%
Activities at sea	12.4%	12.3%
Museums / exhibitions	11.7%	5.5%
Nightlife / concerts / shows	11.3%	8.5%
Nature activities	11.2%	9.0%
Theme parks	8.1%	7.5%
Beauty and health treatments	4.3%	4.7%
Astronomical observation	3.2%	2.8%

* Multi-choice question

MORE THAN ONE ISLAND FUERTEVENTURA



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Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 15 years old)	162,008	19,731	7,784	5,055	2,547	1,140

Islands visited during the trip to Fuerteventura

	More than one island	Lanzarote	Gran Canaria	Tenerife	La Palma	La Gomera	El Hierro
Tourists (> 15 years old)	162,008	122,419	35,904	23,691	6,693	6,377	3,182
Share of tourist	100%	75.6%	22.2%	14.6%	4.1%	3.9%	2.0%

* Multi-choice question

Internet usage during their trip

	More than one island	Fuerteventura
Research		
- Tourist package	14.4%	16.4%
- Flights	13.0%	13.3%
- Accommodation	20.2%	19.0%
- Transport	16.2%	13.4%
- Restaurants	25.1%	23.5%
- Excursions	27.4%	25.4%
- Activities	32.2%	28.6%
Book or purchase		
- Tourist package	37.8%	45.2%
- Flights	58.9%	57.1%
- Accommodation	50.8%	50.4%
- Transport	45.2%	44.8%
- Restaurants	11.6%	9.4%
- Excursions	15.4%	10.4%
- Activities	13.6%	12.2%

* Multi-choice question

Internet usage in the Canary Islands	More than one island	Fuerteventura
Did not use the Internet	9.6%	10.4%
Used the Internet	90.4%	89.6%
- Own Internet connection	39.1%	33.7%
- Free Wifi connection	36.3%	41.3%
Applications*		
- Search for locations or maps	61.9%	54.7%
- Search for destination info	43.2%	39.1%
- Share pictures or trip videos	52.7%	56.6%
- Download tourist apps	9.1%	7.1%
- Others	22.0%	24.7%

* Multi-choice question



61.9% of tourists search for locations or maps during their stay in the Canary Islands

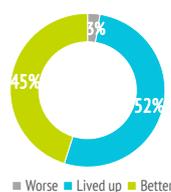
(Fuerteventura: 54.7%)
(Canary Islands: 61.7%)



Picture: Freepik.com

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than one island	Fuerteventura
Average rating	8.74	8.69
Experience in the Canary Islands		
Worse or much worse than expected	2.6%	2.1%
Lived up to expectations	52.3%	56.5%
Better or much better than expected	45.1%	41.3%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.54	8.74
Recommend visiting the Canary Islands	8.88	8.94



Experience in the Canary

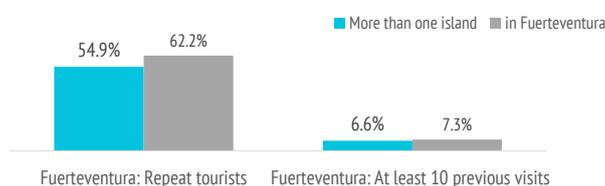
Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	More than one island	in Fuerteventura
Fuerteventura: Repeat tourists	54.9%	62.2%
Fuerteventura: At least 10 previous vis	6.6%	7.3%

LOYALTY TO FUERTEVENTURA

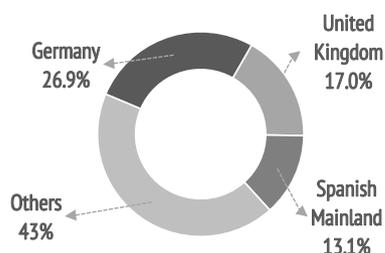


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Where are they from?



	%	Absolute
Germany	26.9%	43,507
United Kingdom	17.0%	27,514
Spanish Mainland	13.1%	21,196
Italy	10.3%	16,641
France	9.0%	14,527
Poland	6.9%	11,230
Netherlands	3.4%	5,450
Czech Republic	2.4%	3,909
Ireland	1.8%	2,879
Switzerland	1.7%	2,808
Denmark	1.2%	1,911
Finland	1.0%	1,619
Sweden	0.8%	1,308
Austria	0.7%	1,145
Belgium	0.6%	1,027
Portugal	0.6%	983
Norway	0.6%	972
Others	2.1%	3,383



Who do they come with?



	More than one island	Fuerteventura
Unaccompanied	11.0%	8.1%
Only with partner	49.4%	50.8%
Only with children (< 13 years old)	4.2%	6.0%
Partner + children (< 13 years old)	5.0%	6.6%
Other relatives	8.9%	8.0%
Friends	5.5%	4.9%
Work colleagues	0.3%	0.2%
Organized trip	0.7%	0.3%
Other combinations ⁽¹⁾	15.1%	15.0%
<i>(1) Different situations have been isolated</i>		
Tourists with children	14.3%	18.3%
- Between 0 and 2 years old	0.5%	1.2%
- Between 3 and 12 years old	12.8%	15.9%
- Between 0 -2 and 3-12 years	0.9%	1.2%
Tourists without children	85.7%	81.7%
Group composition:		
- 1 person	15.3%	11.2%
- 2 people	55.8%	57.4%
- 3 people	12.0%	12.1%
- 4 or 5 people	14.2%	16.2%
- 6 or more people	2.7%	3.2%
Average group size:	2.42	2.55

Who are they?



	More than one island	Fuerteventura
Gender		
Men	53.0%	49.1%
Women	47.0%	50.9%
Age		
Average age (tourist > 15 years old)	47.1	49.2
Standard deviation	15.9	15.2
Age range (> 15 years old)		
16 - 24 years old	6.2%	5.4%
25 - 30 years old	13.8%	8.7%
31 - 45 years old	27.4%	26.2%
46 - 60 years old	29.4%	33.9%
Over 60 years old	23.3%	25.7%
Occupation		
Salaried worker	50.2%	54.4%
Self-employed	13.6%	11.1%
Unemployed	1.8%	0.9%
Business owner	12.3%	10.0%
Student	4.4%	2.9%
Retired	15.2%	19.3%
Unpaid domestic work	1.1%	0.9%
Others	1.4%	0.6%
Annual household income level		
Less than €25,000	16.8%	15.6%
€25,000 - €49,999	39.9%	39.9%
€50,000 - €74,999	20.7%	21.9%
More than €74,999	22.6%	22.5%
Education level		
No studies	2.8%	3.5%
Primary education	4.0%	3.3%
Secondary education	24.8%	24.4%
Higher education	68.4%	68.8%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in Fuerteventura and visited at least one more island.

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