

Tourist profile. Historical data: 2018 - 2022

FUERTEVENTURA



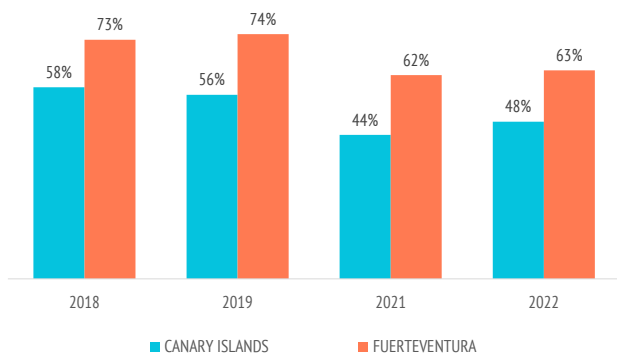
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	2,124	1,895	601	970	2,057
Tourist arrivals > 15 years old (EGT) (*)	1,857	1,659	531	844	1,823
- book holiday package (*)	1,349	1,234	344	522	1,155
- do not book holiday package (*)	508	425	187	321	668
- % tourists who book holiday package	72.7%	74.4%	64.8%	61.9%	63.4%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,163	1,159	--	1,303	1,291
- book holiday package	1,223	1,214	--	1,441	1,378
- holiday package	1,040	1,059	--	1,184	1,235
- others	183	155	--	257	143
- do not book holiday package	1,006	1,000	--	1,078	1,141
- flight	267	286	--	249	293
- accommodation	374	378	--	461	468
- others	365	336	--	367	380
Average lenght of stay	9.46	9.33	--	9.18	9.37
- book holiday package	9.14	9.06	--	8.93	8.87
- do not book holiday package	10.30	10.13	--	9.58	10.24
Average daily expenditure (€)	132.5	134.9	--	153.2	149.2
- book holiday package	140.1	141.3	--	170.9	163.2
- do not book holiday package	112.3	116.5	--	124.5	124.9
Total turnover (> 15 years old) (€m)	2,160	1,923	--	1,099	2,354
- book holiday package	1,649	1,498	--	753	1,592
- do not book holiday package	511	425	--	346	762

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	94.3%	94.4%	--	94.4%	94.0%
Visiting family or friends	3.8%	3.6%	--	2.9%	4.2%
Business and work	0.6%	0.5%	--	1.1%	0.6%
Education and training	0.1%	0.1%	--	0.1%	0.0%
Sports training	0.7%	1.0%	--	0.8%	0.5%
Health or medical care	0.1%	0.0%	--	0.1%	0.0%
Fairs and congresses	0.0%	0.1%	--	0.0%	0.1%
Others	0.5%	0.3%	--	0.6%	0.6%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice



	2018	2019	2020	2021	2022
Climate	79.8%	78.8%	--	79.8%	75.6%
Sea	61.1%	60.5%	--	69.5%	61.7%
Beaches	59.3%	58.9%	--	67.2%	59.0%
Safety	55.8%	55.9%	--	53.6%	54.0%
Tranquility	55.5%	56.5%	--	56.4%	53.0%
Accommodation supply	45.1%	45.9%	--	43.7%	42.9%
Effortless trip	39.5%	39.5%	--	40.3%	41.4%
European belonging	38.9%	40.6%	--	44.5%	38.3%
Price	38.7%	38.0%	--	32.3%	37.6%
Environment	27.5%	29.4%	--	28.1%	29.3%
Landscapes	26.4%	27.0%	--	30.6%	29.2%
Gastronomy	23.6%	21.5%	--	24.3%	23.5%
Authenticity	20.9%	20.0%	--	24.4%	21.1%
Fun possibilities	16.5%	17.6%	--	20.5%	21.0%
Exoticism	10.8%	10.6%	--	12.8%	11.0%
Shopping	8.4%	7.8%	--	6.5%	7.9%
Hiking trail network	5.9%	6.9%	--	7.0%	6.6%
Culture	5.6%	5.8%	--	5.2%	6.4%
Historical heritage	5.3%	5.9%	--	5.8%	5.9%
Nightlife	4.4%	4.6%	--	4.4%	5.2%

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?



	2018	2019	2020	2021	2022
Rest	61.5%	62.2%	--	61.7%	55.0%
Enjoy family time	10.8%	11.1%	--	8.8%	12.8%
Have fun	4.7%	5.1%	--	4.5%	8.7%
Explore the destination	17.7%	16.3%	--	19.0%	17.6%
Practice their hobbies	3.4%	3.4%	--	4.4%	3.3%
Other reasons	1.9%	2.0%	--	1.6%	2.5%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.3%	0.5%	--	0.7%	0.8%
Between 1 and 30 days	23.9%	22.4%	--	44.6%	30.6%
Between 1 and 2 months	24.7%	23.0%	--	25.0%	24.9%
Between 3 and 6 months	32.2%	34.3%	--	18.7%	28.7%
More than 6 months	18.8%	19.8%	--	11.0%	15.0%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	51.3%	51.7%	--	46.5%	45.4%
Friends or relatives	24.2%	20.8%	--	22.8%	23.6%
Internet or social media	56.1%	52.8%	--	57.9%	56.2%
Mass Media	1.9%	1.8%	--	1.6%	2.1%
Travel guides and magazines	9.5%	8.4%	--	7.2%	6.5%
Travel Blogs or Forums	5.0%	5.3%	--	8.4%	6.5%
Travel TV Channels	1.1%	0.9%	--	0.6%	1.0%
Tour Operator or Travel Agency	28.6%	28.9%	--	28.5%	24.8%
Public administrations or similar	0.5%	0.3%	--	1.0%	0.7%
Others	1.7%	1.5%	--	1.7%	1.9%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	29.3%	30.1%	--	36.8%	38.3%
- Tour Operator or Travel Agency	70.7%	69.9%	--	63.2%	61.7%
Accommodation					
- Directly with the accommodation	21.3%	21.9%	--	27.9%	28.2%
- Tour Operator or Travel Agency	78.7%	78.1%	--	72.1%	71.8%

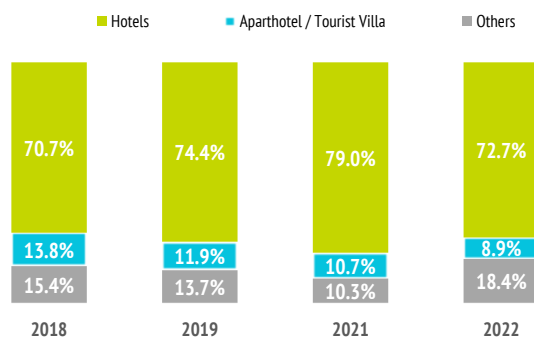
Where are they from?

	2018	2019	2020	2021	2022
Germany	40.7%	36.6%	--	39.5%	32.9%
United Kingdom	24.2%	25.3%	--	12.9%	28.0%
Mainland Spain	6.5%	8.4%	--	13.9%	7.8%
France	5.8%	5.9%	--	7.9%	6.9%
Italy	4.6%	4.7%	--	6.6%	6.1%
Poland	3.2%	3.9%	--	6.5%	4.1%
Netherlands	2.7%	2.6%	--	2.9%	3.1%
Ireland	1.6%	1.8%	--	1.2%	1.8%
Denmark	1.2%	1.5%	--	1.9%	1.5%
Czech Republic	0.6%	1.1%	--	0.9%	1.4%
Others	9.0%	8.2%	--	5.9%	6.4%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	15.2%	16.1%	--	18.1%	14.8%
4* Hotel	53.5%	53.9%	--	56.7%	53.1%
5* Hotel / 5* Luxury Hotel	2.1%	4.4%	--	4.2%	4.7%
Aparthotel / Tourist Villa	13.8%	11.9%	--	10.7%	8.9%
House/room rented in a private dwelling	4.9%	3.8%	--	3.8%	6.0%
Private accommodation (1)	5.3%	5.5%	--	3.2%	6.2%
Others (Cottage, cruise, camping,...)	5.3%	4.3%	--	3.3%	6.2%

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



What do they book?

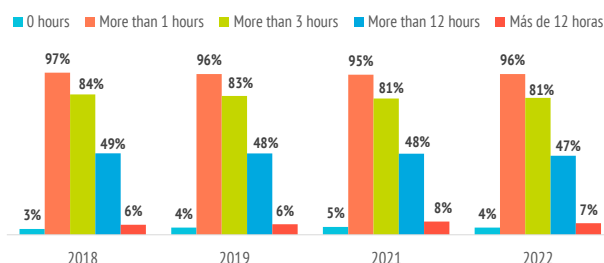
	2018	2019	2020	2021	2022
Room only	17.1%	12.5%	--	16.2%	17.2%
Bed and Breakfast	5.0%	4.3%	--	5.9%	5.9%
Half board	20.2%	18.1%	--	15.8%	14.5%
Full board	4.2%	6.6%	--	5.5%	5.1%
All inclusive	53.5%	58.5%	--	56.6%	57.4%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	54.0%	41.1%	--	46.9%	46.7%
Supermarkets	48.5%	39.7%	--	49.0%	46.6%
Car rental	28.0%	25.7%	--	32.9%	27.9%
Organized excursions	19.8%	15.6%	--	19.9%	18.5%
Taxi, transfer, chauffeur service	55.0%	56.7%	--	52.4%	55.0%
Theme Parks	6.4%	4.5%	--	2.9%	3.3%
Sport activities	9.3%	6.8%	--	11.2%	8.7%
Museums	3.4%	1.9%	--	2.0%	1.9%
Flights between islands	4.9%	4.2%	--	7.7%	5.7%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	3.5%	4.3%	--	4.7%	4.3%
1 - 2 hours	0.0%	0.0%	--	0.0%	0.0%
3 - 6 hours	35.0%	34.2%	--	32.8%	34.4%
7 - 12 hours	42.6%	42.2%	--	40.4%	40.2%
More than 12 hours	6.0%	6.3%	--	7.9%	6.9%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	83.3%	77.1%	--	88.9%	82.2%
Walk, wander	61.3%	58.1%	--	63.8%	62.9%
Swimming pool, hotel facilities	56.4%	53.0%	--	58.1%	58.5%
Explore the island on their own	43.2%	39.8%	--	50.0%	45.0%
Taste Canarian gastronomy	22.6%	17.9%	--	23.4%	20.5%
Hiking	--	--	--	17.5%	15.6%
Organized excursions	15.4%	14.5%	--	14.3%	15.2%
Sea excursions / whale watching	7.5%	6.8%	--	11.1%	11.5%
Nightlife / concerts / shows	9.4%	8.3%	--	7.6%	10.2%
Swim	--	--	--	47.7%	10.0%
Wineries / markets / popular festivals	9.2%	7.7%	--	5.3%	7.0%
Other Nature Activities	--	--	--	7.1%	7.0%
Theme parks	9.7%	7.6%	--	5.7%	6.6%
Surf	--	--	--	8.3%	6.4%
Practice other sports	--	--	--	8.0%	5.8%
Running	--	--	--	7.0%	4.9%
Museums / exhibitions	6.5%	5.4%	--	5.2%	4.7%
Beauty and health treatments	5.4%	4.7%	--	5.3%	4.7%
Astronomical observation	3.0%	2.9%	--	4.2%	4.0%
Cycling / Mountain bike	--	--	--	4.7%	3.8%
Scuba Diving	--	--	--	4.3%	2.9%
Windsurf / Kitesurf	--	--	--	4.2%	2.7%
Golf	--	--	--	2.0%	1.9%

* Multi-choice question

What places do they visit?

	2018	2019	2020	2021	2022
Jandía Beach	44.9%	38.8%	--	49.3%	39.3%
Corralejo Dunes and Isle of Lobos	29.2%	26.4%	--	35.0%	33.1%
Cotillo	26.4%	22.8%	--	28.1%	25.2%
Betancuria	21.0%	19.5%	--	22.5%	19.3%
Cofete	15.5%	15.1%	--	21.8%	15.8%
Betancuria Viewpoint	17.5%	15.1%	--	18.2%	14.5%
Montaña Sagrada de Tindaya	7.0%	7.2%	--	8.3%	6.7%
Aloe Vera Museum	9.5%	8.2%	--	6.3%	6.0%
Sicasumbre Viewpoint	5.5%	5.3%	--	7.7%	5.8%
Museums	5.4%	4.8%	--	4.0%	4.2%
La Casa de los Coroneles	4.1%	3.8%	--	3.9%	2.7%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Fuerteventura: Repeat tourists	62.6%	62.2%	--	62.1%	59.0%
Fuerteventura: At least 10 previous visits	7.9%	7.3%	--	8.5%	8.2%
Canary Islands: Repeat tourists	70.6%	72.0%	--	69.7%	67.6%
Canary Islands: At least 10 previous visits	16.8%	16.5%	--	16.9%	16.4%

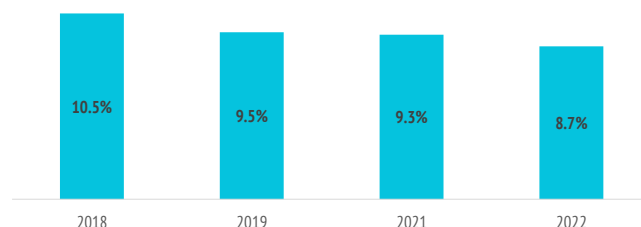
Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	46.6%	48.9%	--	51.0%	49.1%
Women	53.4%	51.1%	--	49.0%	50.9%
Age					
Average age (tourist > 15 years old)	48.2	49.2	--	43.8	45.7
Standard deviation	15.7	15.2	--	15.3	15.9
Age range (> 15 years old)					
16 - 24 years old	7.1%	5.5%	--	10.1%	10.0%
25 - 30 years old	10.2%	8.9%	--	14.8%	12.1%
31 - 45 years old	25.5%	26.1%	--	30.2%	28.4%
46 - 60 years old	31.6%	33.9%	--	29.2%	28.8%
Over 60 years old	25.6%	25.6%	--	15.6%	20.6%
Occupation					
Salaried worker	53.1%	54.7%	--	59.0%	58.4%
Self-employed	11.4%	11.0%	--	11.8%	10.1%
Unemployed	1.0%	0.9%	--	1.2%	0.6%
Business owner	8.8%	9.8%	--	10.8%	8.9%
Student	4.5%	3.0%	--	5.2%	4.5%
Retired	19.8%	19.2%	--	11.0%	16.2%
Unpaid domestic work	0.7%	0.9%	--	0.4%	0.8%
Others	0.9%	0.6%	--	0.6%	0.5%
Annual household income level					
Less than €25,000	16.9%	15.9%	--	13.9%	14.6%
€25,000 - €49,999	36.5%	40.1%	--	37.7%	34.9%
€50,000 - €74,999	25.7%	21.7%	--	23.8%	26.3%
More than €74,999	20.8%	22.3%	--	24.6%	24.2%
Education level					
No studies	3.3%	3.6%	--	1.6%	3.2%
Primary education	3.4%	3.3%	--	1.8%	1.8%
Secondary education	23.8%	24.6%	--	18.3%	20.2%
Higher education	69.5%	68.5%	--	78.3%	74.8%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	89.5%	90.5%	--	90.7%	91.3%
Two islands	9.2%	8.3%	--	8.7%	7.6%
Three or more islands	1.3%	1.1%	--	0.7%	1.1%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2018	2019	2020	2021	2022
Satisfaction (scale 0-10)					
Average rating	8.54	8.70	--	8.86	8.77

	2018	2019	2020	2021	2022
Experience in the Canary Islands					
Worse or much worse than expected	3.0%	2.1%	--	2.4%	3.5%
Lived up to expectations	56.2%	56.6%	--	55.8%	56.7%
Better or much better than expected	40.8%	41.3%	--	41.8%	39.9%

	2018	2019	2020	2021	2022
Future intentions (scale 1-10)					
Return to the Canary Islands	8.60	8.74	--	8.86	8.69
Recommend visiting the Canary Islands	8.83	8.95	--	9.07	8.96

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	8.6%	8.5%	--	10.9%	9.2%
Only with partner	51.7%	50.7%	--	52.1%	46.7%
Only with children (< 13 years old)	5.4%	6.0%	--	4.4%	6.9%
Partner + children (< 13 years old)	5.7%	6.3%	--	5.2%	6.3%
Other relatives	7.2%	8.0%	--	7.0%	9.0%
Friends	6.0%	4.9%	--	7.6%	7.3%
Work colleagues	0.2%	0.2%	--	0.4%	0.2%
Organized trip	0.2%	0.3%	--	0.2%	0.3%
Other combinations (1)	15.1%	15.0%	--	12.1%	14.2%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	15.9%	17.9%	--	13.2%	18.6%
- Between 0 and 2 years old	1.2%	1.2%	--	1.7%	1.6%
- Between 3 and 12 years old	13.4%	15.5%	--	10.6%	15.9%
- Between 0 - 2 and 3-12 years old	1.4%	1.2%	--	0.9%	1.1%
Tourists without children	84.1%	82.1%	--	86.8%	81.4%
Group composition:					
- 1 person	11.6%	11.6%	--	14.3%	11.5%
- 2 people	59.0%	57.4%	--	59.7%	55.7%
- 3 people	11.9%	12.1%	--	10.1%	12.9%
- 4 or 5 people	14.7%	15.7%	--	14.1%	16.2%
- 6 or more people	2.9%	3.2%	--	1.9%	3.7%
Average group size:	2.48	2.53	--	2.36	2.56

*People who share the main expenses of the trip