

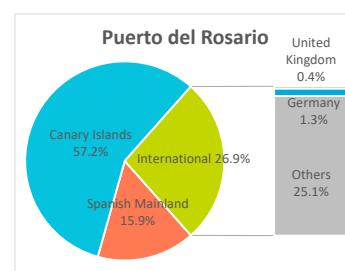
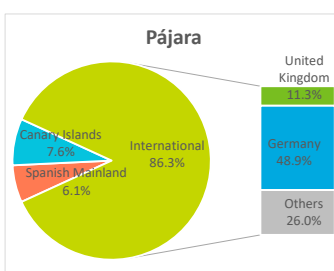
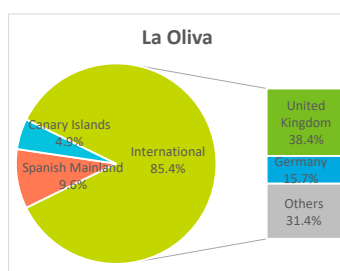
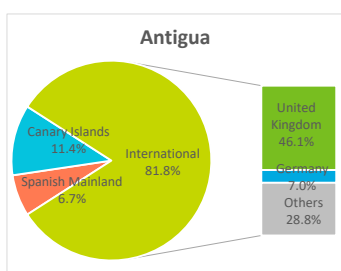
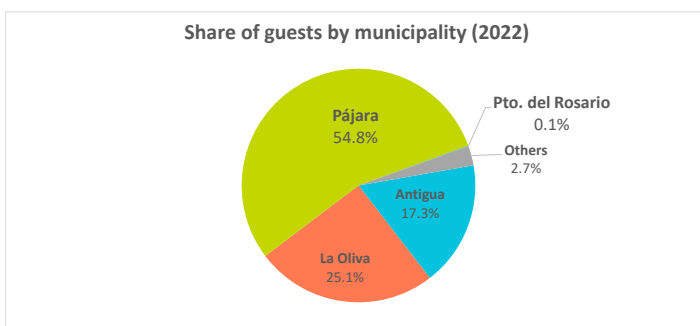
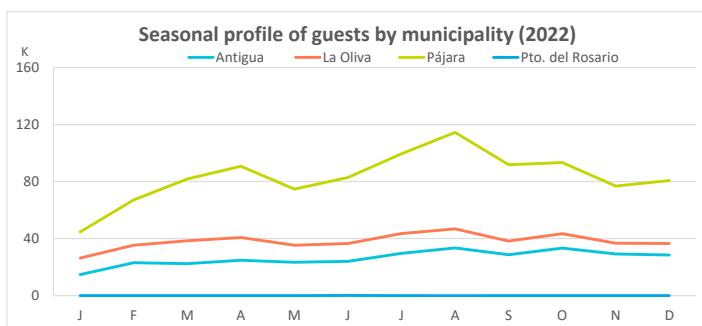
Tourist profile by municipality Fuerteventura (2022)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Fuerteventura	Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	258,618	391,965	862,465	307	48,422	1,561,777	1,401,598	160,179
- United Kingdom	145,586	175,988	113,298	5	1,485	436,362	382,209	54,153
- Germany	22,085	72,148	488,899	15	14,546	597,693	545,112	52,581
Spanish Mainland	21,246	44,110	60,774	182	86	126,398	102,111	24,287
Canary Islands	36,147	22,694	75,955	653	586	136,035	107,272	28,763
Total	316,011	458,769	999,194	1,142	49,094	1,824,210	1,610,981	213,229

Place of residence:	Municipality of stay (%)					Fuerteventura	Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	81.8%	85.4%	86.3%	26.9%	98.6%	85.6%	87.0%	75.1%
- United Kingdom	46.1%	38.4%	11.3%	0.4%	3.0%	23.9%	23.7%	25.4%
- Germany	7.0%	15.7%	48.9%	1.3%	29.6%	32.8%	33.8%	24.7%
Spanish Mainland	6.7%	9.6%	6.1%	15.9%	0.2%	6.9%	6.3%	11.4%
Canary Islands	11.4%	4.9%	7.6%	57.2%	1.2%	7.5%	6.7%	13.5%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay					Fuerteventura	Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
Bednights								
International	1,924,949	2,994,202	7,247,257	868	386,845	12,554,121	11,089,630	1,464,491
- United Kingdom	1,107,702	1,381,098	849,750	5	11,420	3,349,975	2,875,168	474,807
- Germany	160,039	612,703	4,527,205	31	139,392	5,439,370	4,855,486	583,884
Spanish Mainland	101,508	202,433	342,374	867	562	647,744	530,793	116,951
Canary Islands	136,501	93,533	325,721	1,815	2,641	560,211	425,592	134,619
Total	2,162,958	3,290,168	7,915,352	3,550	390,048	13,762,076	12,046,015	1,716,061
Length of stay								
International	7.4	7.6	8.4	2.8	--	8.0	7.9	9.1
- United Kingdom	7.6	7.8	7.5	1.0	--	7.7	7.5	8.8
- Germany	7.2	8.5	9.3	2.1	--	9.1	8.9	11.1
Spanish Mainland	4.8	4.6	5.6	4.8	--	5.1	5.2	4.8
Canary Islands	3.8	4.1	4.3	2.8	--	4.1	4.0	4.7
Total	6.8	7.2	7.9	3.1	--	7.5	--	--
ADR (€)	75.8	87.1	101.4	27.7	--	93.4	97.8	59.2
RevPar (€)	50.2	66.9	71.7	5.6	--	66.8	71.1	37.8
Total Revenue (€ million)	76.7	127.8	393.8	0.1	--	614.1	568.9	45.2
Bed-space occupancy rate (%)	57.8	70.3	65.2	11.4	--	65.2	66.9	55.2
Occupancy rate per room/apart.(%)	66.3	76.8	70.7	20.3	--	71.6	72.7	64.0

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC). Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

Fuerteventura (2022)

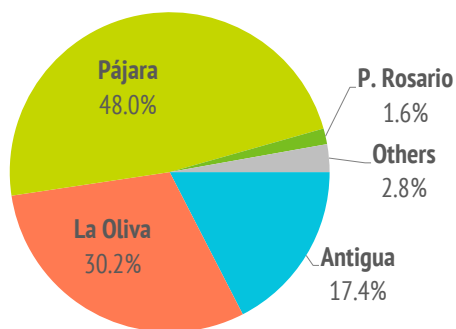


How many are they and how much do they spend?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (> 15 years old)	317,933	550,426	874,207	29,020	1,822,701
Average daily expenditure (€)	144.15	143.72	157.49	94.71	149.20
Average length of stay	9.10	9.60	9.32	8.72	9.37
Turnover per tourist (€)	1,190	1,253	1,375	741	1,291
Total turnover (> 15 years old) (€m)	378	690	1,202	21.5	2,354
Share of total turnover	16.1%	29.3%	51.0%	0.9%	100%
Share of total tourists	17.4%	30.2%	48.0%	1.6%	100%

Share of tourists by municipality (2022)



What is the main motivation for their holidays?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	57.4%	50.8%	58.1%	34.6%	55.0%
Explore the destination	18.1%	18.6%	16.9%	32.5%	17.6%
Other reasons	24.6%	30.6%	25.0%	33.0%	27.4%

How far in advance do they book their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	29.9%	29.2%	33.1%	39.4%	31.4%
Between 1 and 2 months	25.1%	25.4%	24.4%	28.9%	24.9%
More than 3 months	45.0%	45.4%	42.5%	31.6%	43.6%

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	50.2%	47.0%	43.2%	34.2%	45.4%
Friends or relatives	25.7%	30.1%	17.4%	55.2%	23.6%
Internet or social media	56.5%	56.6%	56.3%	45.5%	56.2%
Tour Operator or Travel Agency	20.4%	19.0%	31.0%	0.5%	24.8%
Others	19.9%	20.7%	17.2%	19.7%	18.7%

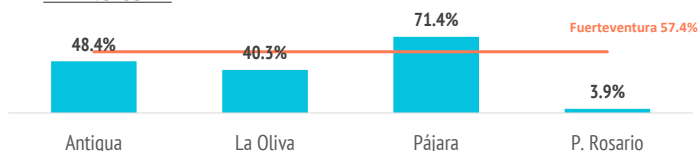
(*) Multi-choice question

What do they book?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	32.5%	44.4%	7.0%	89.3%	23.1%
Half board / Full board	19.1%	15.3%	21.6%	6.8%	19.5%
All inclusive	48.4%	40.3%	71.4%	3.9%	57.4%

ALL INCLUSIVE



(Canary Islands: 34.9%)

Importance of each factor in the destination choice



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Climate	77.7%	74.9%	75.4%	74.5%	75.6%
Sea	50.1%	58.7%	68.7%	57.3%	61.7%
Beaches	47.5%	55.2%	67.0%	49.5%	59.0%
Safety	58.0%	51.4%	54.9%	37.3%	54.0%
Tranquility	50.4%	48.8%	56.7%	51.3%	53.0%
Accommodation supply	44.8%	38.2%	46.1%	21.7%	42.9%
Effortless trip	42.4%	39.5%	43.3%	27.3%	41.4%
European belonging	37.5%	34.7%	41.2%	35.4%	38.3%
Price	44.2%	38.3%	35.2%	37.0%	37.6%
Environment	35.8%	32.6%	24.8%	32.1%	29.3%
Landscapes	29.6%	32.9%	26.1%	52.6%	29.2%
Gastronomy	25.0%	24.9%	21.8%	35.2%	23.5%
Authenticity	21.3%	20.7%	20.8%	37.9%	21.2%
Fun possibilities	21.5%	22.3%	20.2%	21.3%	21.0%
Exoticism	11.7%	10.3%	11.1%	18.2%	11.0%
Shopping	8.1%	8.2%	7.7%	7.9%	7.9%
Hiking trail network	6.2%	7.4%	6.1%	10.0%	6.6%
Culture	7.4%	7.3%	5.5%	6.1%	6.4%
Historical heritage	6.8%	6.6%	5.1%	8.7%	5.9%
Nightlife	5.8%	6.5%	4.1%	7.7%	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.

Where do they stay?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Type of accommodation					
All markets	100%	100%	100%	100%	100%
- Hotel	66.2%	55.0%	88.4%	6.3%	72.7%
- Apartment	11.3%	14.9%	4.5%	5.7%	8.9%
- Private accommodation	16.4%	20.4%	3.4%	67.6%	12.2%
- Other type of accommodation	6.1%	9.7%	3.6%	20.4%	6.2%
German market	100%	100%	100%	100%	100%
- Hotel	75.0%	53.7%	89.6%	--	82.0%
- Apartment	8.3%	9.9%	5.2%	28.5%	6.1%
- Private accommodation	15.7%	24.4%	2.9%	71.5%	8.0%
- Other type of accommodation	1.0%	12.0%	2.3%	--	3.9%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	61.2%	56.3%	85.2%	8.7%	65.0%
- Apartment	16.6%	19.7%	8.4%	3.0%	13.5%
- Private accommodation	16.5%	17.6%	3.5%	76.9%	16.4%
- Other type of accommodation	5.6%	6.4%	2.8%	11.4%	5.1%
British market	100%	100%	100%	100%	100%
- Hotel	66.6%	66.6%	89.8%	--	71.6%
- Apartment	12.8%	14.9%	2.3%	6.6%	10.8%
- Private accommodation	18.3%	16.1%	4.7%	69.4%	14.5%
- Other type of accommodation	2.3%	2.4%	3.2%	24.0%	3.1%
Other markets	100%	100%	100%	100%	100%
- Hotel	64.2%	43.8%	86.2%	8.2%	65.7%
- Apartment	8.4%	16.4%	3.7%	5.5%	9.1%
- Private accommodation	13.4%	23.2%	3.5%	61.0%	13.4%
- Other type of accommodation	14.1%	16.6%	6.7%	25.4%	11.8%

Length of stay (all markets)

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Type of accommodation					
- Hotel	8.3	8.5	9.0	6.2	8.8
- Apartment	10.9	9.3	12.2	10.6	10.4
- Private accommodation	11.3	12.3	14.3	9.3	11.9
- Other type of accommodation	9.0	10.4	8.8	7.0	9.4

Tourist profile by municipality

Fuerteventura (2022)



Activities in the Canary Islands



Outdoor time per day	Antigua	La Oliva	Pájara	P. Rosario	FUE
0 - 8 hours	64.4%	63.9%	78.6%	48.2%	71.1%
More than 8 hours	35.6%	36.1%	21.4%	51.8%	28.9%

Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Beach	76.3%	80.0%	86.6%	81.3%	82.2%
Walk, wander	73.3%	69.4%	54.5%	69.2%	62.9%
Swimming pool, hotel facilities	66.0%	54.3%	59.8%	15.7%	58.5%
Explore the island on their own	45.4%	50.4%	40.6%	66.5%	45.0%
Taste Canarian gastronomy	23.7%	24.6%	16.9%	28.6%	20.5%
Nature activities	16.3%	23.1%	17.2%	28.4%	19.3%
Activities at sea	15.5%	24.3%	15.8%	16.4%	18.6%
Organized excursions	14.2%	16.0%	15.3%	8.8%	15.2%
Sport activities	17.4%	13.8%	11.6%	6.4%	13.8%
Sea excursions / whale watching	12.0%	11.8%	11.6%	5.5%	11.5%
Nightlife / concerts / shows	14.4%	15.1%	5.9%	12.5%	10.2%
Wineries/markets/popular festivals	7.1%	9.8%	5.2%	14.9%	7.0%
Theme parks	7.3%	7.2%	6.2%	5.0%	6.6%
Museums / exhibitions	6.3%	5.4%	3.1%	16.3%	4.7%
Beauty and health treatments	4.8%	4.5%	4.8%	1.3%	4.7%
Astronomical observation	3.0%	3.6%	4.6%	2.7%	4.0%

(*) Multi-choice question

Who do they come with?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Unaccompanied	12.3%	4.6%	4.2%	3.5%	4.6%
Only with partner	49.8%	56.4%	55.1%	54.4%	54.7%
With children	10.7%	19.1%	16.6%	20.9%	18.4%
Other relatives	10.2%	12.4%	16.4%	15.0%	14.5%
Other combination	17.0%	7.5%	7.7%	6.3%	7.9%
With children (under the age of 13)	6.4%	19.4%	17.1%	24.0%	19.2%

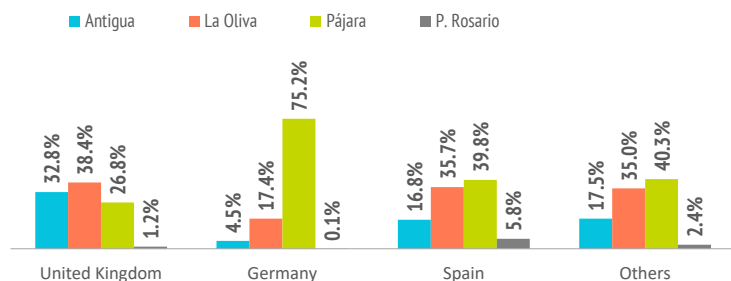
* Share over total answers

Where are they from?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourists (> 15 years old)					
United Kingdom	167,223	195,663	136,548	6,336	510,180
Germany	27,115	104,318	450,776	859	599,054
Spain	23,883	50,861	56,806	8,201	142,565
Others	99,712	199,584	230,076	13,624	570,902
% Tourists					
United Kingdom	32.8%	38.4%	26.8%	1.2%	100%
Germany	4.5%	17.4%	75.2%	0.1%	100%
Spain	16.8%	35.7%	39.8%	5.8%	100%
Others	17.5%	35.0%	40.3%	2.4%	100%

Tourist arrivals by municipality (2022)



Who are they?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Gender					
Menos de 50.000€	48.1%	48.8%	48.5%	72.1%	49.1%
Women	51.9%	51.2%	51.5%	27.9%	50.9%
Age range (> 15 years old)					
16 - 44 years old	42.6%	52.4%	47.8%	54.2%	48.3%
Over 44 years old	57.4%	47.6%	52.2%	45.8%	51.7%
Occupation					
Active	74.9%	80.5%	78.8%	69.6%	78.5%
Inactive	25.1%	19.5%	21.2%	30.4%	21.5%
Annual household income level					
Less than €50,000	48.9%	51.2%	48.4%	71.1%	49.5%
More than €50,000	51.1%	48.8%	51.6%	28.9%	50.5%
Education level					
No studies/Primary education	7.7%	5.5%	3.9%	7.6%	5.0%
Secondary education	18.6%	17.1%	23.0%	17.4%	20.2%
Higher education	73.6%	77.4%	73.1%	75.0%	74.8%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.87	8.75	8.75	8.95	8.77

Experience in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Worse or much worse than expected	3.5%	3.2%	3.7%	2.0%	3.5%
Lived up to expectations	57.9%	55.3%	57.5%	42.7%	56.7%
Better or much better than expected	38.5%	41.5%	38.7%	55.2%	39.9%

Future intentions (scale 1-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Return to the Canary Islands	8.90	8.73	8.57	8.93	8.69
Recommend visiting the Canary Islands:	9.11	8.99	8.87	9.30	8.96



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



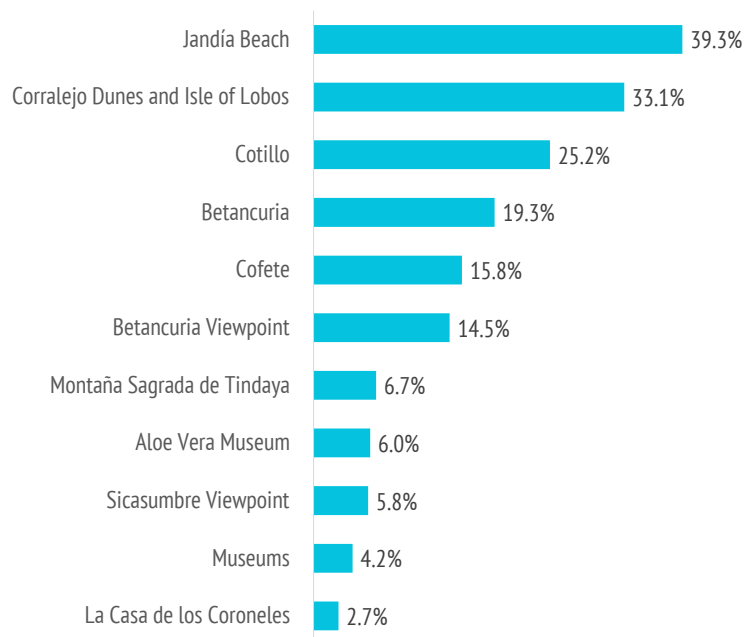
	Antigua	La Oliva	Pájara	P. Rosario	FUE
Repeat tourists					
Repeat tourists	71.9%	66.6%	66.3%	66.0%	67.6%
- Germany	54.0%	68.1%	70.5%	100.0%	69.7%
- Spain	72.4%	72.5%	78.7%	69.3%	75.0%
- United Kingdom	81.9%	76.4%	72.7%	34.2%	76.7%
- Others	59.7%	54.7%	51.3%	76.7%	55.3%
Repeat tourists (3 or more visits)					
Repeat tourists (3 or more visits)	54.2%	48.7%	49.0%	47.4%	49.9%
- Germany	45.2%	54.5%	54.0%	0.0%	53.8%
- Spain	51.4%	53.6%	54.0%	59.8%	54.1%
- United Kingdom	65.9%	63.2%	59.0%	32.2%	62.4%
- Others	37.7%	30.1%	32.0%	49.9%	33.6%

How many islands do they visit during their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	91.3%	88.1%	93.2%	91.9%	91.3%
Two or more islands	8.7%	11.9%	6.8%	8.1%	8.7%

WHICH PLACES DO THE VISIT IN FUERTEVENTURA?*



**Multi-choice question

”

4 in 10 tourists in Fuerteventura visit
Jandía Beaches