

Tourist profile. Historical data (2019 - 2023)

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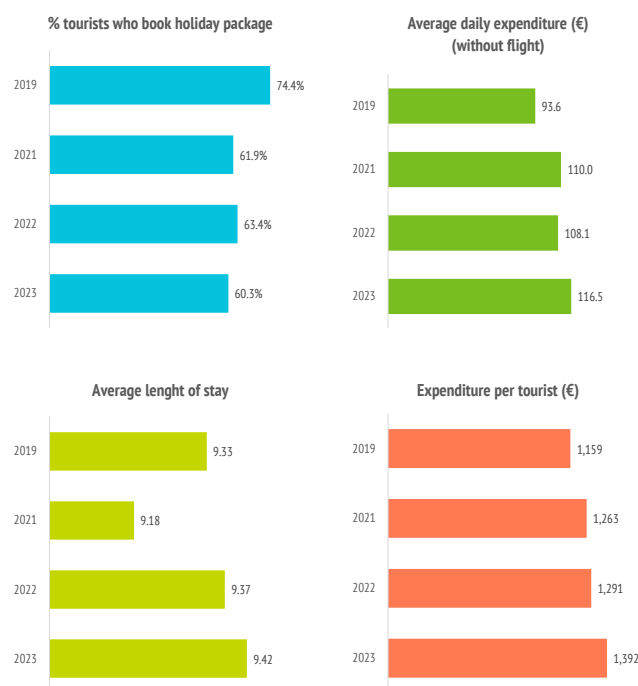


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,895	601	970	2,057	2,275
Tourist arrivals ≥ 16 years old (EGT) (*)	1,659	531	844	1,823	1,985
- book holiday package (*)	1,234	--	522	1,155	1,196
- do not book holiday package (*)	425	--	321	668	788
- % tourists who book holiday package	74.4%	--	61.9%	63.4%	60.3%
Children < 16 years old (FRONTUR - EGT) (*)	236	--	126	235	290
Expenditure per tourist (€)					
- book holiday package	1,214	--	1,376	1,378	1,524
- holiday package	1,059	--	1,184	1,235	1,342
- others	155	--	192	143	182
- do not book holiday package	1,000	--	1,078	1,141	1,191
- flight	286	--	249	293	345
- accommodation	378	--	461	468	425
- others	336	--	367	380	420
Average length of stay	9.33	--	9.18	9.37	9.42
Average daily expenditure (€)	134.9	--	147.5	149.2	164.9
Average daily expenditure (without flight)	93.6	--	110.0	108.1	116.5
Average cost of the flight (€)	354.0	--	321.1	350.5	407.4
Total turnover (≥ 16 years old) (€m)	1,923	--	1,065	2,354	2,762

(*) Thousands of tourists



% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	93.1%	--	93.4%	90.7%	89.2%
- Additional accommodation expenses	5.8%	--	9.3%	6.3%	8.8%
Transport:					
- National/International Transport	99.0%	--	97.9%	98.2%	97.8%
- Flights between islands	4.2%	--	7.7%	5.7%	7.0%
- Taxi	56.7%	--	52.4%	55.0%	57.8%
- Car rental	25.7%	--	32.9%	27.9%	30.5%
- Public transport	4.7%	--	6.4%	6.0%	6.8%
Food and drink:					
- Food purchases at supermarkets	39.7%	--	49.0%	46.6%	55.5%
- Restaurants	41.1%	--	46.9%	46.7%	49.2%
Leisure:					
- Organized excursions	15.6%	--	19.9%	18.5%	21.3%
- Sport activities	6.8%	--	11.2%	8.7%	9.7%
- Cultural activities	1.0%	--	0.9%	1.0%	1.4%
- Museums	1.9%	--	2.0%	1.9%	2.2%
- Theme Parks	4.5%	--	2.9%	3.3%	4.3%
- Discos and pubs	5.3%	--	4.0%	6.4%	6.4%
- Wellness	3.7%	--	4.3%	4.3%	4.7%
Purchases of goods:					
- Souvenirs	42.1%	--	40.7%	36.0%	41.1%
- Real state	0.1%	--	0.1%	0.2%	0.1%
- Other expenses	0.4%	--	0.7%	0.8%	0.7%
Other:					
- Medical or pharmaceutical expenses	4.9%	--	12.2%	7.3%	7.7%
- Other expenses	6.7%	--	6.9%	6.1%	7.2%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	740	--	811	859	894
- Accommodation	603	--	671	711	740
- Additional accommodation expenses	137	--	140	148	154
Transport:					
Transport:	611	--	648	678	723
- National/International Transport	358	--	328	357	417
- Flights between islands	60	--	60	66	78
- Taxi	69	--	106	102	89
- Car rental	100	--	133	135	120
- Public transport	25	--	20	18	20
Food and drink:					
Food and drink:	223	--	217	244	249
- Food purchases at supermarkets	90	--	85	89	101
- Restaurants	133	--	132	155	148
Leisure:					
Leisure:	480	--	545	479	541
- Organized excursions	78	--	87	96	99
- Sport activities	118	--	128	106	119
- Cultural activities	51	--	97	48	60
- Museums	24	--	30	27	34
- Theme Parks	59	--	61	56	57
- Discos and pubs	86	--	68	84	95
- Wellness	64	--	75	61	76
Purchases of goods:					
Purchases of goods:	646	--	12,595	554	492
- Souvenirs	87	--	77	72	71
- Real state	298	--	12,412	252	169
- Other expenses	261	--	105	230	253
Other:					
Other:	121	--	115	116	136
- Medical or pharmaceutical expenses	39	--	46	46	50
- Other expenses	82	--	69	70	86

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" have been excluded.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	94.4%	--	94.4%	94.1%	92.9%
Visiting family or friends	3.7%	--	2.9%	4.2%	4.8%
Business and work	0.5%	--	1.1%	0.6%	0.9%
Education and training	0.1%	--	0.1%	0.0%	0.1%
Sports training	1.0%	--	0.8%	0.5%	0.7%
Health or medical care	0.0%	--	0.1%	0.0%	0.0%
Fairs and congresses	0.1%	--	0.0%	0.1%	0.2%
Others	0.2%	--	0.6%	0.5%	0.4%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	62.2%	--	61.7%	55.0%	54.4%
Enjoy family time	11.3%	--	9.0%	13.0%	13.0%
Have fun	5.1%	--	4.5%	8.7%	9.5%
Explore the destination	16.4%	--	19.2%	18.0%	17.9%
Practice their hobbies	3.6%	--	4.5%	3.6%	3.5%
Other reasons	1.5%	--	1.1%	1.7%	1.7%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	33.9%	28.6%	14.5%
Canary Islands	--	--	16.3%	20.5%	25.6%
Other destination	--	--	49.8%	50.9%	60.0%
Balearic Islands	--	--	3.8%	4.1%	4.9%
Rest of Spain	--	--	8.3%	7.5%	8.4%
Italy	--	--	8.5%	7.8%	8.3%
France	--	--	4.8%	4.5%	5.8%
Turkey	--	--	1.4%	2.2%	3.4%
Greece	--	--	7.0%	7.3%	8.6%
Portugal	--	--	2.1%	3.0%	3.5%
Croatia	--	--	2.1%	2.7%	2.7%
Egypt	--	--	1.2%	1.2%	1.7%
Tunisia	--	--	0.2%	0.2%	0.3%
Morocco	--	--	0.3%	0.6%	0.7%
Others	--	--	9.9%	9.6%	11.7%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	24.4%	23.7%	26.6%
Canary Islands (other island)	--	--	27.2%	27.1%	26.9%
Other destination	--	--	48.4%	49.2%	46.4%
Balearic Islands	--	--	7.2%	7.3%	6.5%
Rest of Spain	--	--	6.3%	7.5%	7.3%
Italy	--	--	4.6%	4.4%	4.7%
France	--	--	1.5%	1.5%	1.1%
Turkey	--	--	3.2%	4.0%	3.7%
Greece	--	--	11.5%	9.6%	9.3%
Portugal	--	--	5.7%	5.8%	5.7%
Croatia	--	--	2.5%	2.6%	2.1%
Egypt	--	--	3.2%	3.6%	3.3%
Others	--	--	2.8%	2.9%	2.6%

* Percentage of valid answers

Importance of each factor in the destination choice

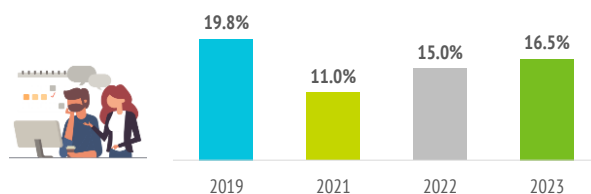
	2019	2020	2021	2022	2023
Climate	78.8%	--	79.8%	75.6%	77.8%
Sea	60.5%	--	69.5%	61.7%	59.6%
Beaches	58.9%	--	67.2%	59.0%	57.5%
Safety	55.9%	--	53.6%	54.0%	56.6%
Tranquility	56.5%	--	56.4%	53.0%	54.4%
Accommodation supply	45.9%	--	43.7%	42.9%	44.1%
Effortless trip	39.5%	--	40.3%	41.4%	40.7%
Price	38.0%	--	32.3%	37.6%	37.2%
European belonging	40.6%	--	44.5%	38.3%	36.9%
Landscapes	27.0%	--	30.6%	29.2%	30.2%
Environment	29.4%	--	28.1%	29.3%	29.8%
Gastronomy	21.5%	--	24.3%	23.5%	24.6%
Fun possibilities	17.6%	--	20.5%	21.0%	21.1%
Authenticity	20.0%	--	24.4%	21.1%	20.4%
Exoticism	10.6%	--	12.8%	11.0%	10.2%
Shopping	7.8%	--	6.5%	7.9%	7.3%
Hiking trail network	6.9%	--	7.0%	6.6%	7.2%
Culture	5.8%	--	5.2%	6.4%	7.1%
Historical heritage	5.9%	--	5.8%	5.9%	6.2%
Nightlife	4.6%	--	4.4%	5.2%	4.8%

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.

How far in advance do they book their trip?

	2019	2020	2021	2022	2023
The same day	0.5%	--	0.7%	0.8%	0.4%
Between 1 and 30 days	22.4%	--	44.6%	30.6%	23.2%
Between 1 and 2 months	23.0%	--	25.0%	24.9%	24.9%
Between 3 and 6 months	34.3%	--	18.7%	28.7%	34.9%
More than 6 months	19.8%	--	11.0%	15.0%	16.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	51.7%	--	46.5%	45.4%	40.5%
Friends or relatives	20.8%	--	22.8%	23.6%	20.9%
Internet or social media	52.8%	--	57.9%	56.2%	51.6%
Mass Media	1.8%	--	1.6%	2.1%	1.6%
Travel guides and magazines	8.4%	--	7.2%	6.5%	5.4%
Travel Blogs or Forums	5.3%	--	8.4%	6.5%	5.4%
Travel TV Channels	0.9%	--	0.6%	1.0%	0.7%
Tour Operator or Travel Agency	28.9%	--	28.5%	24.8%	26.2%
Public administrations or similar	0.3%	--	1.0%	0.7%	0.4%
Others	1.5%	--	1.7%	1.9%	2.3%

* Multi-choice question

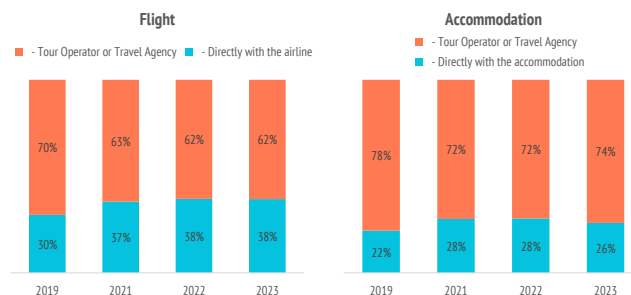
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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	30.1%	--	36.8%	38.3%	38.2%
- Tour Operator or Travel Agency	69.9%	--	63.2%	61.7%	61.8%
Accommodation					
- Directly with the accommodation	21.9%	--	27.9%	28.2%	25.9%
- Tour Operator or Travel Agency	78.1%	--	72.1%	71.8%	74.1%

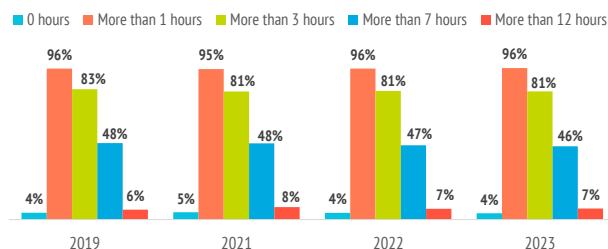


Where are they from?

	2019	2020	2021	2022	2023
Germany	36.6%	--	39.5%	32.9%	32.1%
United Kingdom	25.3%	--	12.9%	28.0%	30.5%
Spanish Mainland	8.4%	--	13.9%	7.8%	7.7%
France	5.9%	--	7.9%	6.9%	5.9%
Italy	4.7%	--	6.6%	6.1%	5.3%
Poland	3.9%	--	6.5%	4.1%	3.3%
Netherlands	2.6%	--	2.9%	3.1%	2.8%
Ireland	1.8%	--	1.2%	1.8%	2.6%
Czech Republic	1.1%	--	0.9%	1.4%	1.4%
Switzerland	1.9%	--	1.3%	1.1%	1.3%
Others	7.8%	--	6.5%	6.7%	7.0%

Activities in the Canary Islands

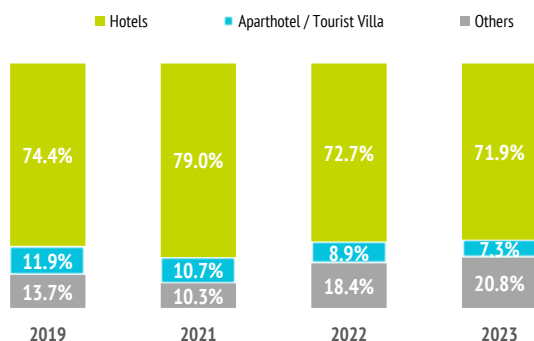
Outdoor time per day	2019	2020	2021	2022	2023
0 hours	4.3%	--	4.7%	4.3%	4.0%
1 - 2 hours	13.0%	--	14.2%	14.2%	14.8%
3 - 6 hours	34.2%	--	32.8%	34.4%	34.8%
7 - 12 hours	42.2%	--	40.4%	40.2%	39.4%
More than 12 hours	6.3%	--	7.9%	6.9%	7.0%
Outdoor time per day	6.7	--	6.7	6.6	6.6



Where do they stay?

	2019	2020	2021	2022	2023
1-2-3* Hotel	16.1%	--	18.1%	14.8%	12.9%
4* Hotel	53.9%	--	56.7%	53.1%	54.9%
5* Hotel / 5* Luxury Hotel	4.4%	--	4.2%	4.7%	4.1%
Aparthotel / Tourist Villa	11.9%	--	10.7%	8.9%	7.3%
House/room rented in a private dwelling	3.8%	--	3.8%	6.0%	7.6%
Private accommodation (1)	5.5%	--	3.2%	6.2%	7.3%
Others (Cottage, cruise, camping,...)	4.3%	--	3.3%	6.2%	5.8%

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



What do they book?

	2019	2020	2021	2022	2023
Room only	12.5%	--	16.2%	17.2%	17.5%
Bed and Breakfast	4.3%	--	5.9%	5.9%	6.6%
Half board	18.1%	--	15.8%	14.5%	16.9%
Full board	6.6%	--	5.5%	5.1%	4.2%
All inclusive	58.5%	--	56.6%	57.4%	54.9%

Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	77.1%	--	88.9%	82.2%	77.9%
Walk, wander	58.1%	--	63.8%	62.9%	61.0%
Swimming pool, hotel facilities	53.0%	--	58.1%	58.5%	54.1%
Explore the island on their own	39.8%	--	50.0%	45.0%	39.8%
Taste Canarian gastronomy	17.9%	--	23.4%	20.5%	19.1%
Hiking	--	--	17.5%	15.6%	14.0%
Organized excursions	14.5%	--	14.3%	15.2%	13.8%
Sea excursions / whale watching	6.8%	--	11.1%	11.5%	9.7%
Nightlife / concerts / shows	8.3%	--	7.6%	10.2%	9.7%
Swim	--	--	47.7%	10.0%	7.1%
Wineries / markets / popular festivals	7.7%	--	5.3%	7.0%	6.9%
Other Nature Activities	--	--	7.1%	7.0%	6.7%
Theme parks	7.6%	--	5.7%	6.6%	5.9%
Surf	--	--	8.3%	6.4%	5.6%
Museums / exhibitions	5.4%	--	5.2%	4.7%	5.2%
Beauty and health treatments	4.7%	--	5.3%	4.7%	5.0%
Practice other sports	--	--	8.0%	5.8%	4.8%
Running	--	--	7.0%	4.9%	4.5%
Astronomical observation	2.9%	--	4.2%	4.0%	3.5%
Cycling / Mountain bike	--	--	4.7%	3.8%	2.7%
Golf	--	--	2.0%	1.9%	2.6%
Scuba Diving	--	--	4.3%	2.9%	2.4%
Windsurf / Kitesurf	--	--	4.2%	2.7%	2.3%

* Multi-choice question

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What places do they visit?

	2019	2020	2021	2022	2023
Jandía Beach	38.8%	--	49.3%	39.3%	36.2%
Corralejo Dunes and Isle of Lobos	26.4%	--	35.0%	33.1%	27.7%
Cotillo	22.8%	--	28.1%	25.2%	21.4%
Betancuria	19.5%	--	22.5%	19.3%	18.0%
Betancuria Viewpoint	15.1%	--	18.2%	14.5%	13.5%
Cofete	15.1%	--	21.8%	15.8%	12.3%
Aloe Vera Museum	8.2%	--	6.3%	6.0%	6.8%
Montaña Sagrada de Tindaya	7.2%	--	8.3%	6.7%	5.4%
Museums	4.8%	--	4.0%	4.2%	4.6%
Sicasumbre Viewpoint	5.3%	--	7.7%	5.8%	4.5%
La Casa de los Coroneles	3.8%	--	3.9%	2.7%	2.4%

¿Cuántos son fieles al destino?

	2019	2020	2021	2022	2023
Fuerteventura: Repeat tourists	62.2%	--	62.1%	59.0%	57.9%
Fuerteventura: At least 10 previous visits	7.3%	--	8.5%	8.2%	7.1%
Canary Islands: Repeat tourists	72.0%	--	69.7%	67.6%	70.5%
Canary Islands: At least 10 previous visits	16.5%	--	16.9%	16.4%	16.5%

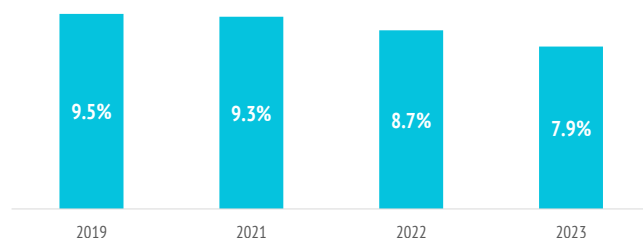
Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	48.9%	--	51.0%	49.1%	45.2%
Women	51.1%	--	49.0%	50.9%	54.8%
Age					
Average age	49.17	--	43.82	45.74	46.12
Standard deviation	15.2	--	15.3	15.9	16.2
Age range					
16 - 24 years old	5.5%	--	10.1%	10.0%	10.1%
25 - 30 years old	8.9%	--	14.8%	12.1%	11.3%
31 - 45 years old	26.1%	--	30.2%	28.4%	29.0%
46 - 60 years old	33.9%	--	29.2%	28.8%	27.2%
Over 60 years old	25.6%	--	15.6%	20.6%	22.3%
Occupation					
Salaried worker	54.7%	--	59.0%	58.4%	58.3%
Self-employed	11.0%	--	11.8%	10.1%	11.2%
Unemployed	0.9%	--	1.2%	0.6%	0.7%
Business owner	9.8%	--	10.8%	8.9%	8.3%
Student	3.0%	--	5.2%	4.5%	3.7%
Retired	19.2%	--	11.0%	16.2%	16.8%
Unpaid domestic work	0.9%	--	0.4%	0.8%	0.3%
Others	0.6%	--	0.6%	0.5%	0.8%
Annual household income level					
Less than €25,000	15.9%	--	13.9%	14.6%	11.6%
€25,000 - €49,999	40.1%	--	37.7%	34.9%	33.6%
€50,000 - €74,999	21.7%	--	23.8%	26.3%	26.0%
More than €74,999	22.3%	--	24.6%	24.2%	28.9%
Education level					
No studies	3.6%	--	1.6%	3.2%	2.8%
Primary education	3.3%	--	1.8%	1.8%	1.8%
Secondary education	24.6%	--	18.3%	20.2%	20.9%
Higher education	68.5%	--	78.3%	74.8%	74.5%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	90.5%	--	90.7%	91.3%	92.1%
Two islands	8.3%	--	8.7%	7.6%	7.1%
Three or more islands	1.1%	--	0.7%	1.1%	0.7%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2019	2020	2021	2022	2023
Satisfaction (scale 0-10)					
Average rating	8.70	--	8.86	8.77	8.74

	2019	2020	2021	2022	2023
Experience in the Canary Islands					
Worse or much worse than expected	2.1%	--	2.4%	3.5%	2.7%
Lived up to expectations	56.6%	--	55.8%	56.7%	55.4%
Better or much better than expected	41.3%	--	41.8%	39.9%	42.0%

	2019	2020	2021	2022	2023
Future intentions (scale 1-10)					
Return to the Canary Islands	8.74	--	8.86	8.69	8.78
Recommend visiting the Canary Islands	8.95	--	9.07	8.96	8.96

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	8.5%	--	10.9%	9.2%	10.8%
Only with partner	50.7%	--	52.1%	46.7%	47.6%
Only with children (< 13 years old)	6.0%	--	4.4%	6.9%	4.9%
Partner + children (< 13 years old)	6.3%	--	5.2%	6.3%	7.4%
Other relatives	8.0%	--	7.0%	9.0%	10.3%
Friends	4.9%	--	7.6%	7.3%	6.3%
Work colleagues	0.2%	--	0.4%	0.2%	0.3%
Organized trip	0.3%	--	0.2%	0.3%	0.2%
Other combinations (2)	15.0%	--	12.1%	14.2%	12.3%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children					
- Between 0 and 2 years old	1.2%	--	1.7%	1.6%	1.5%
- Between 3 and 12 years old	15.5%	--	10.6%	15.9%	15.1%
- Between 0-2 and 3-12 years old	1.2%	--	0.9%	1.1%	1.1%
Tourists without children					
	82.1%	--	86.8%	81.4%	82.4%
Group composition:					
- 1 person	11.6%	--	14.3%	11.5%	13.0%
- 2 people	57.4%	--	59.7%	55.7%	56.5%
- 3 people	12.1%	--	10.1%	12.9%	12.4%
- 4 or 5 people	15.7%	--	14.1%	16.2%	15.4%
- 6 or more people	3.2%	--	1.9%	3.7%	2.7%
Average group size:	2.53	--	2.36	2.56	2.48

*People who share the main expenses of the trip

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" have been excluded.