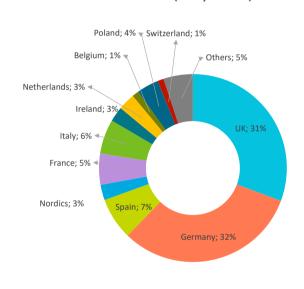
## **FUERTEVENTURA (2024)**



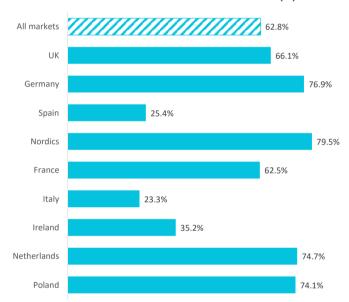
#### INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	witzerland
Tourist arrivals ≥ 16 years old (EGT)	2,186,254	670,821	689,777	158,370	58,030	117,342	129,582	56,554	63,935	25,206	82,806	23,232
% Tourists	100%	30.7%	31.6%	7.2%	2.7%	5.4%	5.9%	2.6%	2.9%	1.2%	3.8%	1.1%
% tourists who book holiday package	62.8%	66.1%	76.9%	25.4%	79.5%	62.5%	23.3%	35.2%	74.7%		74.1%	
Expenditure per tourist (€)	1,417	1,394	1,628	954	1,493	1,389	1,141	1,260	1,365		1,311	
- book holiday package	1,571	1,512	1,713	1,080	1,528	1,487	1,562	1,401	1,456		1,398	
- holiday package	1,382	1,294	1,550	894	1,369	1,311	1,395	989	1,225		1,186	
- others	189	218	164	186	159	177	167	412	231		212	
- do not book holiday package	1,155	1,164	1,344	911	1,358	1,226	1,013	1,184	1,097		1,062	
- flight	317	316	369	219	512	342	313	272	296		332	
- accommodation	418	387	535	380	434	425	337	407	448		361	
- others	420	461	440	312	412	459	363	505	353		368	
Average lenght of stay	9.19	8.38	10.06	7.63	8.65	10.20	10.54	9.36	8.65		7.99	
Average daily expenditure (€)	170.6	179.9	176.6	142.2	186.0	164.1	138.8	151.1	162.3		165.4	
Average daily expenditure without flight (€)	116.9	122.9	120.2	107.6	117.2	109.5	92.1	114.6	116.4		113.2	
Average cost of the flight (€)	440.9	437.0	512.4	229.9	550.9	453.0	380.8	286.5	380.7		414.0	
Total turnover (≥ 16 years old) (€m)	3,097	935	1,123	151	87	163	148	71	87		109	
% Tourists	100%	30.2%	36.3%	4.9%	2.8%	5.3%	4.8%	2.3%	2.8%		3.5%	
Turnover without flight (≥ 16 years old) (€m)	2,133	642	770	115	55	110	99	55	63		74	
Tourist arrivals (FRONTUR)	2,493,116	774,966	769,847	178,133	69,565	132,596	143,820	68,294	72,110		-	
Passenger arrivals on non-stop flights (AENA)	2,675,296	785,236	801,502	417,523	59,679	88,505	140,331	67,822	60,395		110,907	
Children <16 years old (FRONTUR - EGT)	306,862	104,145	80,070	19,763	11,535	15,254	14,238	11,740	8,175		-	

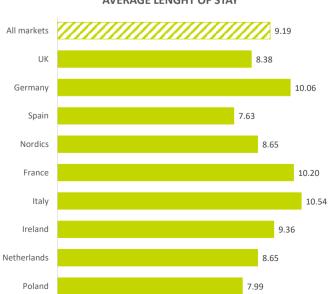
#### % TOURISTS (≥ 16 years old)



#### **TOURISTS WHO BOOK HOLIDAY PACKAGE (%)**



#### **AVERAGE LENGHT OF STAY**



#### EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# **FUERTEVENTURA (2024)**



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
Accommodation:												
- Accommodation	90.0%	88.5%	95.9%	86.9%	87.9%	91.2%	77.6%	75.9%	92.4%		331070	
- Additional accommodation expenses	7.1%	6.4%	6.8%	9.6%	4.5%	8.6%	8.9%	7.6%	12.1%		7.0%	
Transport:												
- National/International Transport	97.6%	97.8%	99.2%	96.5%	96.0%	97.5%	92.0%	100.0%	96.2%		97.8%	
- Flights between islands	6.0%	5.9%	1.3%	12.1%	6.2%	11.6%	12.4%	9.8%	4.2%		8.5%	
- Taxi	53.2%	63.2%	64.5%	16.4%	46.7%	35.5%	23.6%	55.5%	31.2%		66.3%	
- Car rental	29.5%	15.8%	28.2%	60.3%	20.1%	40.1%	49.5%	16.6%	35.9%		37.8%	
- Public transport	7.7%	7.4%	8.3%	5.5%	6.8%	6.8%	8.3%	11.2%	5.9%		8.3%	
Food and drink:												
- Food purchases at supermarkets	54.7%	58.6%	48.5%	55.7%	60.8%	45.6%	63.3%	71.6%	67.3%		53.1%	
- Restaurants	49.6%	55.5%	39.7%	58.3%	52.5%	42.7%	61.0%	73.8%	48.2%		40.0%	
Leisure:												
- Organized excursions	19.5%	13.6%	18.9%	23.4%	12.4%	33.1%	21.2%	18.0%	20.6%		39.4%	
- Sport activities	7.9%	6.8%	8.8%	4.9%	14.0%	6.4%	10.3%	7.0%	7.2%		4.5%	
- Cultural activities	1.0%	1.1%	0.6%	2.1%	1.7%	0.7%	0.7%	0.4%	1.9%		1.1%	
- Museums	2.6%	1.4%	1.9%	5.3%	3.1%	3.7%	5.4%	2.4%	6.0%		1.5%	
- Theme Parks	4.2%	5.4%	2.9%	2.1%	1.2%	3.5%	2.8%	6.5%	7.4%		8.0%	
- Discos and pubs	6.0%	10.8%	2.2%	5.3%	3.8%	1.7%	10.3%	12.5%	3.0%		1.0%	
- Wellness	3.4%	3.1%	3.6%	2.0%	3.3%	6.0%	0.7%	11.0%	5.8%		1.3%	
Purchases of goods:												
- Souvenirs	42.1%	44.0%	36.7%	44.1%	32.8%	39.9%	41.4%	50.4%	51.5%		54.8%	
- Real estate	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	
- Other purchases	0.7%	0.6%	0.7%	0.9%	0.3%	0.3%	0.4%	3.8%	1.1%		0.8%	
Others:												
- Medical expenses	6.0%	5.5%	6.4%	6.6%	2.5%	5.7%	6.8%	8.3%	10.6%		4.0%	
- Other expenses	5.7%	6.1%	5.1%	4.3%	5.8%	8.6%	5.5%	3.5%	4.8%		4.4%	

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
Expenditure per tourist and trip (€)												
Accommodation:	906	965	1,009	673	870	821	651	786	892		795	
- Accommodation	723	700	842	496	752	668	549	646	743		602	
- Additional accommodation expenses	184	264	167	177	117	152	102	139	149		193	
Transport:	765	698	872	491	875	847	749	556	680		741	
- National/International Transport	452	447	517	238	574	465	414	286	396		423	
- Flights between islands	61	48	51	61	65	73	72	35	38		87	
- Taxi	100	69	135	68	89	114	107	48	94		103	
- Car rental	121	106	132	108	110	120	137	160	111		98	
- Public transport	32	29	37	17	37	76	19	27	42		29	
Food and drink:	245	257	226	203	259	242	245	391	232		187	_
- Food purchases at supermarkets	100	93	97	88	90	123	109	148	76		87	
- Restaurants	146	163	129	115	169	119	136	242	156		100	
Leisure:	539	496	481	497	352	536	709	647	518		837	
- Organized excursions	100	85	100	86	95	135	73	145	100		133	
- Sport activities	114	88	120	117	63	119	94	107	94		118	
- Cultural activities	70	51	40	113	28	69	100	90	70		300	
- Museums	25	35	21	23	48	51	21	9	12		34	
- Theme Parks	67	63	73	70	41	62	48	43	48		92	
- Discos and pubs	91	108	62	40	42	60	59	133	82		78	
- Wellness	72	66	64	49	35	40	313	120	112		82	
Purchases of goods:	48,532	61,549	31,139	7,158	121	244	138	222	104		110	
- Souvenirs	79	84	76	71	69	94	63	102	58		70	
- Real estate	48,386	61,415	31,000	7,033	0	0	0	0	0		0	
- Other purchases	68	50	62	54	52	150	75	120	46	0	39	0
Others:	128	131	106	102	231	96	117	128	143		180	
- Medical expenses	39	30	49	33	9	45	15	20	17		100	
- Other expenses	89	102	57	69	222	51	102	108	127		80	

# **FUERTEVENTURA (2024)**



#### **TOURIST PROFILE**

#### Who are they?

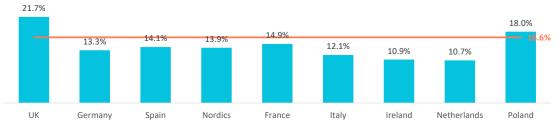
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Switzerland
Gender											
Percentage of men	46.9%	42.5%	49.9%	47.0%	54.3%	45.3%	46.4%	45.0%	47.7%		49.7%
Percentage of women	53.1%	57.5%	50.1%	53.0%	45.7%	54.7%	53.6%	55.0%	52.3%		50.3%
Age_											
Average age (tourists above 16 years old)	47.37	49.21	48.01	43.97	48.88	48.36	42.66	53.44	50.08		39.81
Standard deviation	16.8	16.2	17.3	15.8	17.7	17.1	16.5	15.3	16.9		13.8
Age range											
16-24 years old	10.1%	8.2%	10.9%	10.8%	11.3%	10.8%	12.7%	7.7%	8.8%		11.8%
25-30 years old	10.4%	8.3%	10.7%	12.1%	7.6%	8.1%	16.1%	2.5%	8.2%		17.0%
31-45 years old	27.2%	26.0%	23.8%	35.1%	26.7%	25.1%	31.5%	18.8%	24.2%		43.5%
46-60 years old	26.8%	29.0%	27.2%	21.9%	25.7%	28.6%	24.0%	37.0%	23.2%		17.6%
Over 60 years old	25.5%	28.4%	27.4%	20.0%	28.8%	27.5%	15.7%	34.0%	35.5%		10.2%
Occupation											
Salaried worker	57.0%	58.7%	58.0%	60.4%	53.4%	60.1%	48.2%	52.5%	51.5%		52.8%
Self-employed	10.6%	10.9%	7.9%	11.5%	8.8%	6.0%	23.3%	9.7%	7.3%		20.8%
Unemployed	0.8%	0.9%	0.2%	2.0%	0.4%	0.8%	2.7%	1.7%	0.5%		0.8%
Business owner	8.0%	3.8%	10.2%	7.6%	10.6%	4.8%	9.7%	3.0%	9.3%		12.5%
Student	3.6%	1.5%	4.4%	4.0%	4.0%	4.3%	5.0%	2.0%	1.1%		6.3%
Retired	18.7%	22.7%	18.2%	13.9%	22.6%	21.8%	9.1%	29.4%	27.5%		5.1%
Unpaid domestic work	0.5%	0.8%	0.2%	0.3%	0.0%	0.0%	2.0%	0.7%	0.0%		1.7%
Others	0.8%	0.7%	0.9%	0.3%	0.2%	2.2%	0.0%	0.8%	2.8%		0.0%
Annual household income level											
Less than €25,000	12.6%	9.2%	11.2%	17.7%	7.0%	14.5%	20.1%	17.1%	7.7%		25.1%
€25,000 - €49,999	35.1%	32.8%	31.0%	47.6%	22.8%	44.1%	53.3%	26.6%	32.3%		41.6%
€50,000 - €74,999	25.2%	23.9%	31.6%	22.9%	28.3%	25.4%	13.3%	21.9%	27.8%		13.7%
More than €74,999	27.0%	34.1%	26.2%	11.7%	41.9%	16.0%	13.4%	34.4%	32.2%		19.6%
Education level											
No studies	3.1%	9.4%	0.1%	0.2%	2.9%	0.4%	0.3%	0.8%	0.0%		0.0%
Primary education	2.1%	1.0%	3.4%	3.5%	3.4%	0.8%	3.1%	0.9%	0.0%		0.0%
Secondary education	22.5%	19.0%	24.9%	16.7%	16.5%	31.4%	12.7%	31.1%	44.5%		17.2%
Higher education	72.3%	70.6%	71.6%	79.6%	77.2%	67.4%	83.9%	67.3%	55.5%		82.8%

### Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Switzerland	
Unaccompanied	11.5%	9.6%	11.4%	11.9%	11.4%	11.1%	18.2%	21.5%	14.9%		4.1%	Ī
Only with partner	46.7%	45.1%	47.6%	51.4%	47.3%	48.8%	40.7%	47.9%	53.2%		53.1%	
Only with children (< 13 years old)	5.0%	5.5%	5.2%	3.3%	3.7%	4.8%	4.0%	3.3%	3.6%		4.0%	
Partner + children (< 13 years old)	6.2%	8.3%	4.9%	6.1%	4.2%	7.2%	4.0%	3.0%	4.2%		5.9%	
Other relatives	9.6%	11.8%	7.1%	8.3%	9.4%	9.3%	6.6%	15.6%	7.0%		12.6%	
Friends	6.5%	5.6%	7.5%	7.0%	6.0%	4.8%	11.4%	2.5%	5.6%		5.7%	
Work colleagues	0.2%	0.0%	0.1%	0.4%	0.0%	1.1%	0.3%	0.0%	0.7%		0.0%	
Organized trip	0.2%	0.0%	0.0%	0.6%	0.2%	1.4%	0.2%	0.0%	0.0%		0.0%	
Other combinations (2)	14.2%	14.1%	16.1%	11.0%	17.7%	11.5%	14.7%	6.0%	10.8%		14.6%	
<sup>(2)</sup> Different situations have been isolated												
Tourists with children	16.6%	21.7%	13.3%	14.1%	13.9%	14.9%	12.1%	10.9%	10.7%		18.0%	
- Between 0 and 2 years old	1.0%	1.2%	0.5%	2.8%	0.0%	2.8%	0.0%	1.6%	0.5%		0.5%	
- Between 3 and 12 years old	14.4%	18.6%	12.1%	10.5%	13.2%	12.1%	10.6%	5.7%	10.2%		16.6%	
- Between 0 -2 and 3-12 years old	1.2%	2.0%	0.7%	0.8%	0.7%	0.0%	1.5%	3.6%	0.0%		0.9%	
Tourists without children	83.4%	78.3%	86.7%	85.9%	86.1%	85.1%	87.9%	89.1%	89.3%		82.0%	
Group composition:												ı
- 1 person	14.1%	11.1%	13.6%	14.1%	14.4%	14.8%	28.0%	24.1%	15.5%		5.4%	
- 2 people	55.9%	53.3%	60.2%	58.1%	55.1%	55.1%	45.3%	54.4%	60.5%		58.5%	
- 3 people	12.5%	13.1%	11.6%	14.0%	12.2%	13.8%	15.0%	11.2%	9.1%		13.0%	
- 4 or 5 people	13.9%	16.7%	11.9%	10.8%	16.2%	14.2%	9.5%	7.7%	13.6%		21.8%	
- 6 or more people	3.7%	5.8%	2.7%	3.2%	2.1%	2.2%	2.2%	2.6%	1.2%		1.3%	
Average group size:	2.49	2.69	2.40	2.42	2.52	2.46	2.17	2.17	2.41		2.60	

<sup>\*</sup>People who share the main expenses of the trip





# **FUERTEVENTURA (2024)**



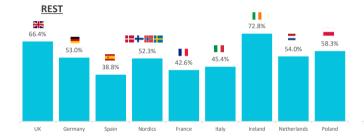
#### TRIP MOTIVATION AND DESTINATION CHOICE

#### What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
Holidays	93.4%	95.2%	95.7%	86.6%	89.4%	93.7%	82.5%	96.0%	92.1%		97.7%	
Family reasons	5.1%	4.4%	2.9%	9.9%	5.0%	4.8%	13.0%	4.0%	5.8%		2.3%	
Business	0.6%	0.2%	0.5%	2.7%	0.0%	1.1%	1.3%	0.0%	0.0%		0.0%	
Education and training	0.1%	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%		0.0%	
Sports training	0.6%	0.2%	0.5%	0.5%	3.3%	0.4%	1.7%	0.0%	1.8%		0.0%	
Health	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%		0.0%	
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%	0.0%	0.3%		0.0%	
Others	0.2%	0.0%	0.2%	0.1%	0.4%	0.0%	0.8%	0.0%	0.0%		0.0%	

#### What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	witzerland
Rest	55.0%	66.4%	53.0%	38.8%	52.3%	42.6%	45.4%	72.8%	54.0%		58.3%	
Enjoy family time	13.7%	16.0%	11.9%	15.3%	22.0%	8.3%	12.0%	12.2%	11.1%		6.3%	
Have fun	8.3%	8.9%	9.7%	7.3%	4.0%	5.2%	6.0%	6.1%	17.2%		2.8%	
Explore the destination	17.8%	6.4%	18.2%	34.9%	3.3%	38.2%	30.8%	7.8%	11.6%		29.6%	
Practice their hobbies	4.0%	1.8%	5.6%	3.0%	11.1%	4.7%	3.7%	1.1%	3.2%		1.7%	
Other reasons	1.3%	0.6%	1.6%	0.8%	7.3%	1.0%	2.0%	0.0%	3.0%		1.2%	



# EXPLORE THE DESTINATION 34.9% 38.2% 30.8% 29.6% 11.6% 7.8%

France

Italy

Nordics

Germany

#### Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Swi	tzerland
Climate	76.5%	80.5%	75.2%	71.6%	74.8%	78.4%	73.7%	82.7%	70.2%		78.0%	
Sea	58.2%	42.0%	72.6%	59.7%	47.1%	62.2%	63.0%	50.5%	44.9%		73.2%	
Safety	58.0%	66.7%	60.9%	43.3%	39.7%	49.8%	40.7%	80.2%	22.7%		65.8%	
Beaches	55.5%	42.3%	66.9%	62.8%	36.7%	53.6%	65.1%	46.8%	39.1%		64.4%	
Tranquility	53.4%	49.1%	56.4%	60.9%	37.8%	51.6%	51.2%	71.8%	45.2%		63.2%	
Accommodation supply	44.4%	54.7%	43.7%	31.1%	34.8%	45.1%	24.7%	59.9%	33.6%		44.3%	
Effortless trip	42.2%	47.3%	51.2%	26.2%	20.6%	28.3%	32.2%	61.4%	12.9%		38.2%	
Price	39.2%	51.9%	33.1%	29.0%	31.9%	43.3%	31.1%	58.4%	26.0%		32.2%	
European belonging	37.2%	30.0%	41.7%	42.4%	32.5%	38.9%	37.4%	45.9%	28.3%		53.6%	
Environment	29.9%	30.5%	21.1%	36.8%	21.6%	40.9%	54.0%	36.8%	14.0%		41.8%	
Landscapes	29.4%	19.4%	23.3%	48.2%	11.6%	55.0%	58.5%	19.0%	23.4%		57.7%	
Gastronomy	25.2%	25.9%	23.0%	26.0%	19.4%	24.2%	23.0%	38.3%	15.4%		31.7%	
Authenticity	22.4%	20.5%	17.8%	33.4%	9.6%	35.4%	33.3%	24.2%	9.6%		36.1%	
Fun possibilities	20.6%	25.3%	18.4%	20.3%	13.2%	14.0%	18.2%	24.5%	34.4%		13.0%	
Exoticism	10.3%	8.5%	5.3%	17.1%	5.8%	27.9%	14.2%	7.3%	12.4%		26.9%	
Shopping	8.9%	10.0%	8.7%	6.1%	6.1%	12.8%	11.6%	9.8%	3.8%		5.9%	
Hiking trail network	7.8%	2.9%	6.1%	11.2%	6.8%	19.4%	19.5%	5.3%	6.4%		15.8%	
Culture	7.1%	7.0%	5.2%	12.7%	1.0%	13.4%	9.1%	12.7%	1.6%		9.4%	
Historical heritage	6.9%	5.9%	4.3%	14.8%	1.4%	17.3%	8.0%	9.9%	3.1%		9.7%	
Nightlife	5.3%	6.3%	3.1%	6.3%	2.6%	4.2%	12.6%	5.1%	1.2%		7.5%	

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 channels did they use to get information about the trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sw	itzerland
Previous visits to the Canary Islands	45.1%	58.3%	43.5%	36.7%	44.3%	34.2%	28.3%	59.0%	31.5%		33.8%	
Friends or relatives	24.1%	26.5%	20.0%	28.8%	18.9%	20.7%	31.6%	27.8%	17.7%		28.7%	
Internet or social media	52.3%	52.1%	52.7%	49.5%	46.5%	44.3%	47.5%	49.3%	56.4%		63.6%	
Mass Media	1.2%	1.2%	1.1%	1.1%	0.4%	0.9%	2.0%	0.7%	1.0%		4.1%	
Travel guides and magazines	5.1%	4.6%	5.3%	3.5%	1.3%	6.3%	2.5%	2.3%	9.3%		7.1%	
Travel Blogs or Forums	5.9%	3.6%	5.5%	10.5%	2.7%	5.4%	7.8%	3.1%	3.7%		17.8%	
Travel TV Channels	0.6%	0.5%	0.9%	0.9%	0.6%	0.0%	0.3%	0.0%	0.0%		1.3%	
Tour Operator or Travel Agency	24.7%	25.4%	27.5%	9.8%	31.8%	33.2%	16.5%	15.2%	26.5%		33.0%	
Public administrations or similar	0.7%	0.8%	0.1%	3.0%	0.7%	0.5%	0.6%	1.2%	0.0%		0.4%	
Others	2.6%	3.8%	1.4%	4.3%	1.7%	2.9%	3.1%	0.6%	2.6%		0.4%	
* Multi-choise question												

# **FUERTEVENTURA (2024)**



#### **TRIP BOOKING**

#### How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sw	tzerland
The same day	0.6%	0.4%	0.6%	0.4%	2.2%	0.8%	0.4%	0.8%	0.8%		1.5%	
Between 1 and 30 days	22.3%	17.2%	22.2%	27.5%	30.6%	20.1%	22.6%	15.2%	33.6%		31.7%	
Between 1 and 2 months	24.6%	22.3%	24.2%	29.5%	25.8%	21.5%	30.3%	20.5%	31.6%		26.8%	
Between 3 and 6 months	32.9%	32.1%	32.9%	33.8%	30.1%	40.3%	39.6%	44.6%	24.8%		22.5%	
More than 6 months	19.5%	28.0%	20.0%	8.8%	11.3%	17.3%	7.0%	18.9%	9.3%		17.5%	





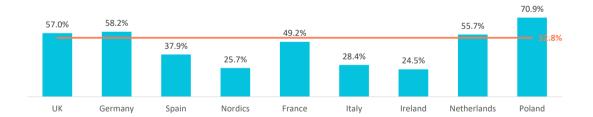
#### With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sw	itzerland
Flight												
- Directly with the airline	39.1%	43.7%	23.3%	69.8%	21.2%	35.1%	67.8%	65.8%	29.2%		23.8%	
- Tour Operator or Travel Agency	60.9%	56.3%	76.7%	30.2%	78.8%	64.9%	32.2%	34.2%	70.8%		76.2%	
Accommodation												
- Directly with the accommodation	28.6%	30.3%	17.8%	56.3%	17.7%	22.7%	59.1%	40.3%	24.0%		16.7%	
- Tour Operator or Travel Agency	71.4%	69.7%	82.2%	43.7%	82.3%	77.3%	40.9%	59.7%	76.0%		83.3%	

#### What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
Room only	22.4%	22.4%	15.0%	29.0%	20.5%	22.4%	52.9%	38.9%	22.9%		16.7%	
Bed and Breakfast	5.5%	6.9%	3.2%	8.4%	12.8%	4.6%	7.7%	11.6%	8.0%		1.3%	
Half board	15.2%	12.4%	20.1%	15.6%	30.9%	7.3%	7.8%	24.2%	12.3%		8.1%	
Full board	4.0%	1.3%	3.4%	9.1%	10.1%	16.5%	3.2%	0.8%	1.0%		2.9%	
All inclusive	52.8%	57.0%	58.2%	37.9%	25.7%	49.2%	28.4%	24.5%	55.7%		70.9%	





#### **ACCOMMODATION**

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
1-2-3* Hotel	12.1%	11.8%	13.3%	15.5%	10.2%	10.4%	7.2%	14.8%	12.5%		14.1%	
4* Hotel	51.8%	50.7%	57.0%	46.2%	61.8%	57.7%	28.2%	25.5%	57.8%		65.8%	
5* Hotel / 5* Luxury Hotel	4.0%	4.7%	4.8%	3.1%	4.7%	2.5%	1.0%	6.7%	1.9%		0.7%	
Aparthotel / Tourist Villa	8.4%	10.9%	7.3%	11.3%	12.3%	4.3%	7.1%	13.0%	6.4%		2.6%	
House/room rented in a private dwelling	15.1%	14.2%	12.8%	12.9%	1.8%	16.1%	32.6%	17.5%	19.1%		11.6%	
Private accommodation (1)	5.8%	6.2%	2.4%	8.7%	5.2%	4.4%	14.1%	18.9%	2.2%		4.0%	
Others (Cottage, cruise, camping,)	2.8%	1.4%	2.5%	2.2%	4.1%	4.5%	9.8%	3.6%	0.2%		1.3%	

 $<sup>(1) \ \</sup> Own\ property\ / House\ of\ friends\ or\ relatives\ /\ Free\ housing\ exchange\ /\ Other\ private\ accommodation.$ 

#### **TYPE OF ACCOMMODATION**



## **FUERTEVENTURA (2024)**

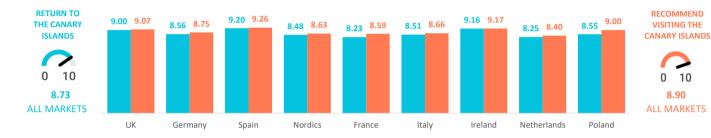


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#### **SATISFACTION AND LOYALTY INDICATORS**

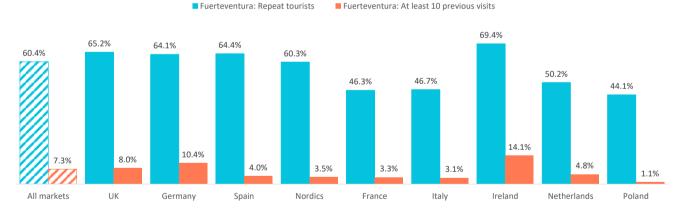
#### Satisfaction

Satisfaction (scale 0-10)	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Switz	erland
Average rating	8.68	8.85	8.54	8.78	8.52	8.44	8.44	8.92	8.38		8.88	
	1											
Experience in the Canary Islands	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Switz	erland
Worse or much worse than expected	3.3%	2.7%	2.7%	5.8%	3.4%	5.6%	4.2%	2.0%	2.4%		2.8%	
Lived up to expectations	56.9%	57.8%	58.7%	51.8%	60.9%	69.6%	50.9%	50.3%	62.2%		52.8%	
Better or much better than expected	39.8%	39.5%	38.5%	42.4%	35.7%	24.8%	44.8%	47.7%	35.4%		44.4%	
Future intentions (scale 1-10)	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Switz	erland
Return to the Canary Islands	8.73	9.00	8.56	9.20	8.48	8.23	8.51	9.16	8.25		8.55	
Recommend visiting the Canary Islands	8.90	9.07	8.75	9.26	8.63	8.59	8.66	9.17	8.40		9.00	



#### How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sw	itzerland
Fuerteventura: Repeat tourists	60.4%	65.2%	64.1%	64.4%	60.3%	46.3%	46.7%	69.4%	50.2%		44.1%	
Fuerteventura: At least 10 previous visits	7.3%	8.0%	10.4%	4.0%	3.5%	3.3%	3.1%	14.1%	4.8%		1.1%	
Canary Islands: Repeat tourists	69.3%	78.1%	69.5%	73.7%	72.8%	52.7%	54.1%	83.2%	64.9%		48.5%	
Canary Islands: At least 10 previous visits	17.7%	22.9%	19.1%	15.2%	20.0%	7.3%	11.8%	26.9%	10.0%		4.1%	



#### **ISLANDS**

#### How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
One island	92.4%	95.5%	96.1%	89.0%	89.9%	84.0%	84.2%	92.4%	94.0%		75.2%	
Two islands	6.9%	4.3%	3.0%	9.9%	9.4%	15.2%	14.7%	7.6%	5.0%		23.8%	
Three or more islands	0.7%	0.2%	0.9%	1.0%	0.8%	0.8%	1.1%	0.0%	1.0%		1.0%	

#### Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
Lanzarote	1.5%	0.8%	0.7%	3.0%	2.7%	2.8%	3.2%	1.9%	1.1%		2.4%	
Fuerteventura	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	
Gran Canaria	0.6%	0.2%	0.6%	1.1%	0.0%	1.5%	0.7%	0.0%	0.0%		1.7%	
Tenerife	0.6%	0.3%	0.3%	1.3%	0.3%	1.8%	1.2%	0.7%	0.0%		0.9%	
La Gomera	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	
La Palma	0.2%	0.0%	0.3%	0.2%	0.0%	0.5%	0.2%	0.0%	0.0%		0.4%	
El Hierro	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%		1.4%	
Cruise	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	

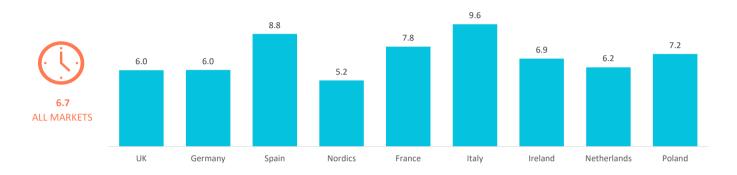
## **FUERTEVENTURA (2024)**



#### **ACTIVITIES IN THE CANARY ISLANDS**

#### Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
0 hours	3.9%	4.0%	5.6%	2.0%	12.8%	1.1%	0.7%	1.2%	4.6%		1.4%	
1 - 2 hours	13.8%	17.9%	16.0%	3.6%	18.3%	6.3%	2.7%	10.3%	19.9%		10.6%	
3 - 6 hours	34.2%	38.3%	36.3%	21.4%	34.8%	31.3%	14.4%	41.4%	34.5%		32.1%	
7 - 12 hours	42.4%	35.0%	38.7%	60.2%	31.4%	54.6%	67.6%	40.5%	35.7%		51.2%	
More than 12 hours	5.7%	4.8%	3.3%	12.8%	2.7%	6.7%	14.5%	6.7%	5.3%		4.7%	
Outdoor time per day	6.7	6.0	6.0	8.8	5.2	7.8	9.6	6.9	6.2		7.2	



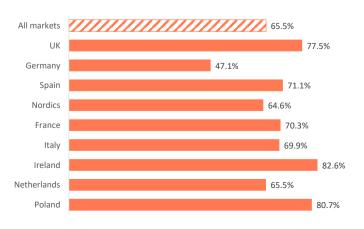
#### Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sw	itzerland
Beach	79.9%	72.3%	86.7%	80.4%	67.6%	79.0%	81.8%	75.1%	75.6%		88.1%	
Walk, wander	65.5%	77.5%	47.1%	71.1%	64.6%	70.3%	69.9%	82.6%	65.5%		80.7%	
Swimming pool, hotel facilities	54.0%	68.2%	40.6%	54.4%	69.0%	60.8%	33.4%	55.9%	64.6%		56.4%	
Explore the island on their own	45.8%	36.6%	42.7%	66.6%	47.6%	53.4%	58.8%	34.3%	47.0%		61.8%	
Taste Canarian gastronomy	20.6%	19.0%	20.6%	35.2%	14.0%	13.5%	20.8%	17.3%	12.5%		23.4%	
Hiking	15.9%	8.3%	13.1%	22.0%	26.4%	29.1%	17.4%	4.2%	35.6%		32.4%	
Organized excursions	14.0%	10.7%	12.6%	14.2%	7.4%	28.4%	17.7%	10.5%	13.1%		34.1%	
Sea excursions / whale watching	9.8%	9.6%	10.9%	11.2%	4.6%	9.5%	6.1%	4.2%	9.2%		17.3%	
Nightlife / concerts / shows	9.6%	15.2%	5.6%	10.8%	4.2%	8.1%	10.5%	10.3%	3.6%		5.3%	
Other Nature Activities	7.9%	4.5%	9.5%	10.6%	6.1%	10.6%	12.1%	6.4%	5.3%		5.6%	
Wineries / markets / popular festivals	7.2%	7.2%	5.1%	15.5%	10.3%	8.8%	7.2%	5.8%	4.1%		8.9%	
Swim	7.0%	10.6%	2.8%	2.6%	8.9%	5.7%	3.5%	10.7%	15.2%		14.6%	
Theme parks	6.4%	8.0%	4.6%	5.2%	4.6%	7.6%	4.6%	7.2%	8.8%		10.4%	
Surf	5.7%	3.7%	6.4%	5.8%	4.4%	6.0%	12.9%	0.4%	4.1%		2.8%	
Running	5.5%	5.1%	2.4%	6.5%	14.3%	5.9%	9.1%	5.0%	19.3%		9.7%	
Practice other sports	5.5%	3.1%	7.1%	4.7%	19.5%	3.6%	4.4%	4.6%	2.4%		6.8%	
Museums / exhibitions	5.1%	3.9%	4.1%	10.9%	5.5%	8.4%	5.6%	3.5%	6.3%		6.1%	
Beauty and health treatments	3.9%	4.9%	3.5%	4.2%	2.3%	5.4%	1.4%	6.5%	2.9%		1.1%	
Astronomical observation	3.7%	1.7%	6.5%	4.8%	2.3%	1.7%	2.5%	0.0%	3.3%		4.9%	
Cycling / Mountain bike	2.8%	3.0%	2.3%	1.3%	7.0%	2.7%	2.3%	3.5%	2.3%		3.5%	
Golf	2.4%	4.5%	1.6%	0.9%	5.4%	0.3%	0.6%	4.1%	2.0%		0.3%	
Scuba Diving	2.3%	1.5%	3.3%	3.9%	0.8%	2.5%	0.4%	1.3%	1.8%		2.1%	
Windsurf / Kitesurf	2.1%	1.0%	2.0%	2.0%	2.0%	5.4%	5.2%	0.0%	1.4%		0.3%	

#### **BEACH**

#### All markets 79.9% 72.3% UK Germany 86.7% 80.4% Spain 67.6% Nordics France 79.0% 81.8% Italy Ireland Netherlands 75.6% Poland 88.1%

#### WALK, WANDER



# FUERTEVENTURA (2024)

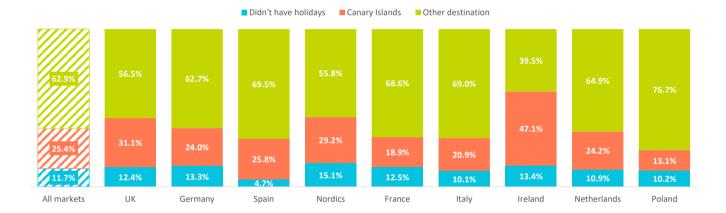


#### **COMPETITORS**

#### Where did they spend their main holiday last year? \*

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland :	Switzerland
Didn't have holidays	11.7%	12.4%	13.3%	4.7%	15.1%	12.5%	10.1%	13.4%	10.9%		10.2%	
Canary Islands	25.4%	31.1%	24.0%	25.8%	29.2%	18.9%	20.9%	47.1%	24.2%		13.1%	
Other destination	62.9%	56.5%	62.7%	69.5%	55.8%	68.6%	69.0%	39.5%	64.9%		76.7%	
Balearic Islands	4.7%	3.6%	6.3%	8.1%	1.3%	3.6%	5.4%	3.0%	1.8%		2.6%	
Rest of Spain	9.3%	9.1%	6.4%	28.3%	9.8%	4.0%	8.7%	6.0%	6.0%		9.3%	
Italy	7.9%	4.6%	8.0%	6.0%	6.0%	7.3%	22.6%	5.7%	6.4%		12.2%	
France	4.8%	3.2%	4.1%	3.5%	4.2%	21.8%	3.7%	1.0%	7.9%		2.6%	
Turkey	3.8%	4.2%	5.0%	1.0%	1.5%	1.4%	0.3%	1.1%	1.7%		9.1%	
Greece	8.8%	9.3%	9.0%	2.4%	14.8%	6.7%	6.6%	5.0%	13.0%		17.6%	
Portugal	3.9%	3.0%	3.5%	4.6%	3.5%	5.0%	5.3%	4.3%	4.6%		1.8%	
Croatia	2.3%	1.1%	3.0%	1.7%	1.3%	2.2%	1.2%	2.1%	1.3%		3.2%	
Egypt	2.2%	1.4%	2.6%	1.1%	0.9%	1.6%	3.7%	0.8%	1.9%		5.1%	
Tunisia	0.7%	0.5%	0.8%	0.0%	0.0%	2.6%	0.1%	0.0%	0.0%		3.1%	
Morocco	0.9%	0.5%	0.3%	2.1%	0.4%	2.6%	2.3%	0.8%	1.2%		0.5%	
Others	13.5%	16.1%	13.6%	10.6%	12.1%	9.9%	9.0%	9.7%	19.2%		9.4%	

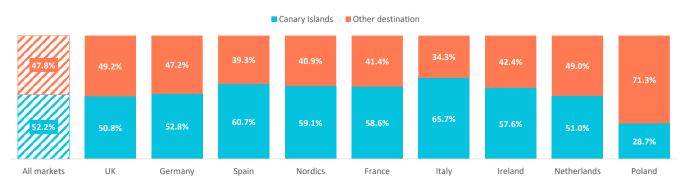
<sup>\*</sup> Percentage of valid answers



#### What other destinations did they consider for this trip? \*

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	24.8%	22.9%	25.3%	33.5%	31.0%	30.1%	35.7%	33.9%	23.2%		4.9%	
Canary Islands (other island)	27.4%	27.9%	27.4%	27.3%	28.1%	28.5%	30.0%	23.7%	27.8%		23.8%	
Other destination	47.8%	49.2%	47.2%	39.3%	40.9%	41.4%	34.3%	42.4%	49.0%		71.3%	
Balearic Islands	6.0%	6.1%	6.2%	11.0%	0.6%	9.3%	3.1%	3.8%	2.0%		4.5%	
Rest of Spain	7.4%	7.9%	5.8%	8.5%	8.7%	4.7%	6.1%	10.3%	7.9%		10.8%	
Italy	4.8%	3.3%	5.0%	5.1%	2.9%	2.8%	6.2%	3.5%	5.5%		12.3%	
France	1.7%	1.7%	1.4%	0.9%	2.4%	4.1%	0.9%	1.1%	2.6%		2.0%	
Turkey	4.0%	5.7%	4.3%	0.4%	0.7%	1.1%	1.3%	2.3%	2.4%		6.0%	
Greece	9.8%	11.0%	10.5%	3.9%	10.2%	6.3%	4.0%	7.1%	12.4%		15.0%	
Portugal	5.9%	6.2%	5.7%	3.9%	4.4%	5.2%	4.4%	6.7%	7.4%		7.6%	
Croatia	2.6%	2.5%	2.5%	2.7%	2.4%	2.3%	0.4%	4.9%	2.2%		5.5%	
Egypt	3.2%	2.7%	4.1%	0.7%	4.1%	1.4%	4.0%	1.6%	3.8%		3.7%	
Others	2.5%	2.1%	1.7%	2.3%	4.5%	4.1%	3.9%	1.1%	2.8%		4.1%	

<sup>\*</sup> Percentage of valid answers



# **FUERTEVENTURA (2024)**



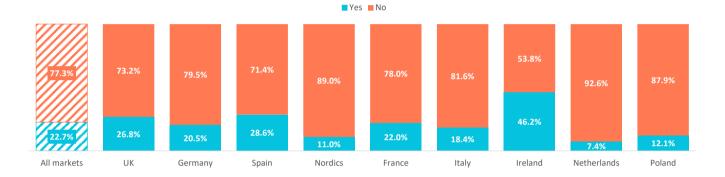
#### TOURIST TAX (Data available from Q2 2024)

#### Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland 1	Netherlands	Belgium	Poland Sw	itzerland
Yes	45.6%	42.2%	40.3%	53.5%	52.1%	43.6%	61.1%	23.6%	69.2%		67.5%	
No	33.1%	39.9%	34.3%	33.4%	24.7%	30.2%	24.6%	48.1%	9.4%		13.9%	
Not remember	21.3%	17.9%	25.4%	13.0%	23.1%	26.2%	14.3%	28.3%	21.4%		18.6%	

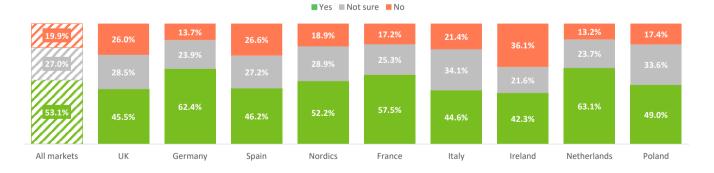
#### When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland N	letherlands	Belgium	Poland Swi	tzerland
Yes	22.7%	26.8%	20.5%	28.6%	11.0%	22.0%	18.4%	46.2%	7.4%		12.1%	
No	77.3%	73.2%	79.5%	71.4%	89.0%	78.0%	81.6%	53.8%	92.6%		87.9%	



#### Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland Sv	vitzerland
Yes	53.1%	45.5%	62.4%	46.2%	52.2%	57.5%	44.6%	42.3%	63.1%		49.0%	
- For any purpose of the Canary Islands Govern	10.5%	10.2%	12.5%	6.2%	14.0%	6.0%	4.3%	6.6%	21.6%		10.9%	
- Only to improve living conditions	8.6%	5.7%	11.9%	6.3%	7.6%	15.0%	3.1%	7.6%	12.8%		6.6%	
- Only to improve economic development	5.0%	6.2%	5.3%	4.3%	0.5%	2.0%	3.0%	3.3%	6.0%		4.3%	
- Only to improve and project the environment	19.0%	11.0%	24.7%	20.7%	23.8%	24.6%	24.3%	10.5%	14.2%		19.8%	
- Only to improve the quality of the tourist env	4.3%	5.1%	2.7%	4.1%	4.6%	4.9%	5.1%	7.0%	4.5%		4.6%	
- Other purposes	5.7%	7.3%	5.4%	4.6%	1.6%	5.0%	4.7%	7.4%	4.1%		2.9%	
Not sure	27.0%	28.5%	23.9%	27.2%	28.9%	25.3%	34.1%	21.6%	23.7%		33.6%	
No	19.9%	26.0%	13.7%	26.6%	18.9%	17.2%	21.4%	36.1%	13.2%		17.4%	



#### How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland N	letherlands	Belgium	Poland Sv	vitzerland
Up to 1 euro	38.6%	34.8%	32.3%	42.8%	39.6%	50.7%	56.1%	44.3%	37.1%		52.3%	
Up to 2 euros	34.1%	33.3%	39.4%	28.4%	31.5%	33.0%	25.6%	30.4%	38.3%		32.3%	
Up to 3 euros	19.2%	22.8%	20.6%	21.2%	17.3%	11.1%	14.6%	10.1%	18.7%		8.0%	
More than 3 euros	8.0%	9.1%	7.7%	7.6%	11.6%	5.2%	3.8%	15.2%	5.9%		7.4%	

# **FUERTEVENTURA (2024)**

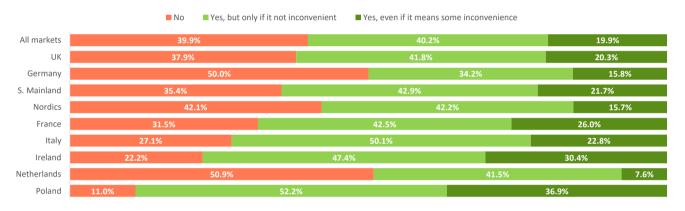


#### **PLACES VISITED ON FUERTEVENTURA**

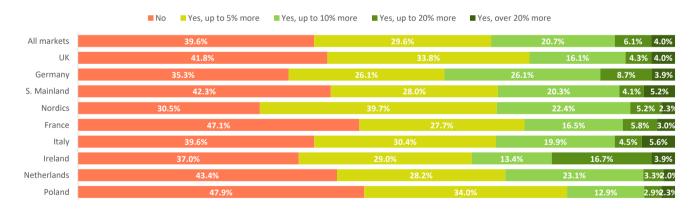
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland et	therlands	Belgium	Poland Sw	/itzerland
Jandía Beach	35.8%	18.4%	45.3%	61.5%	15.4%	42.7%	45.4%	13.4%	21.9%		57.9%	
Corralejo Dunes	30.2%	26.4%	18.6%	60.4%	14.8%	47.9%	55.2%	26.5%	25.6%		39.3%	
Cotillo	23.4%	14.0%	15.2%	50.8%	16.9%	38.1%	65.0%	16.9%	24.1%		25.5%	
Betancuria	18.8%	6.6%	16.3%	39.6%	10.7%	38.2%	33.7%	13.6%	25.2%		40.0%	
Betancuria Viewpoint	15.5%	5.8%	14.7%	35.0%	4.1%	24.0%	26.7%	14.8%	17.4%		31.6%	
Cofete	13.9%	4.1%	13.2%	31.3%	4.8%	22.6%	31.1%	7.3%	10.6%		31.9%	
Aloe Vera Museum	6.3%	2.5%	6.2%	6.8%	7.1%	15.5%	6.8%	3.2%	5.6%		17.7%	
Montaña Sagrada de Tindaya	5.8%	2.0%	4.1%	18.2%	3.7%	14.1%	12.6%	1.8%	4.6%		11.8%	
Sicasumbre Viewpoint	5.4%	1.0%	5.6%	12.8%	1.8%	11.4%	4.7%	2.4%	4.3%	-	19.9%	
Museums	4.4%	2.7%	4.1%	11.1%	3.1%	8.0%	2.8%	2.4%	4.6%		7.6%	
La Casa de los Coroneles	2.6%	1.0%	2.5%	7.8%	0.9%	2.8%	3.5%	3.4%	8.5%		2.1%	

#### **SUSTAINABLE DESTINATION (DATA = 2023)**

#### Would they be willing to spend more on travel to reduce their carbon footprint?



#### ¿Estaría dispuesto a gastar más en el viaje para reducir su huella de carbono?



#### Percepcion of the following sustainability measures during their stay \*

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland etherlands		Belgium	<b>Poland Switzerland</b>	
Quality of life on the island	7.8	8.0	7.5	8.3	7.6	8.1	8.2	8.1	7.7		7.7	
Tolerance towards tourism	8.6	8.5	8.5	8.9	8.5	8.6	8.6	8.6	8.0		9.0	
Cleanliness of the island	8.2	8.5	7.9	8.3	8.3	8.3	8.4	8.6	8.1		8.6	
Air quality	8.6	8.6	8.6	8.7	8.4	8.7	8.9	8.4	8.1		9.0	
Rational water consumption	7.5	7.9	6.9	7.6	7.6	7.5	8.0	8.1	7.3		7.6	
Energy saving	7.0	7.5	6.4	7.1	6.9	7.2	7.8	7.6	6.8		7.0	
Use of renewable energy	6.8	7.3	6.0	7.2	6.8	7.0	8.0	7.3	6.6		7.0	
Recycling	7.0	7.6	6.4	6.9	6.6	7.0	7.2	7.8	6.8		7.0	
Easy to get around by public transport	7.0	7.5	6.7	6.3	6.2	7.1	7.1	7.7	7.0		7.2	
Overcrowding in tourist areas	6.4	6.8	5.6	6.9	6.0	6.7	6.7	6.8	6.6		6.4	
Supply of local products	7.1	7.3	6.6	7.3	6.3	7.1	7.6	7.2	7.0		7.4	

<sup>\*</sup> Scale 0 - 10 ( 0 = Not important and 10 = Very important)