

Tourist profile by municipality

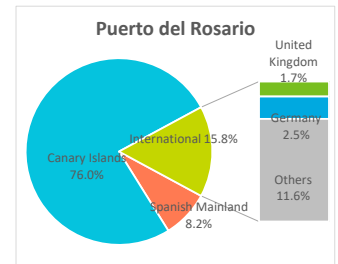
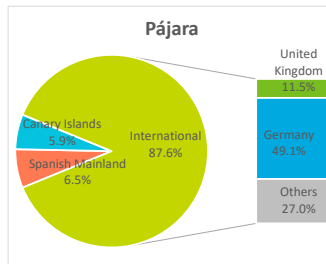
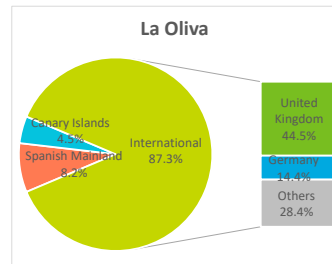
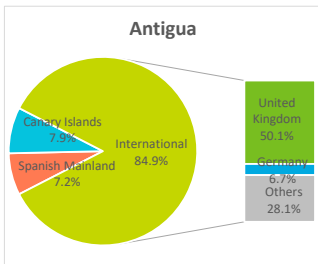
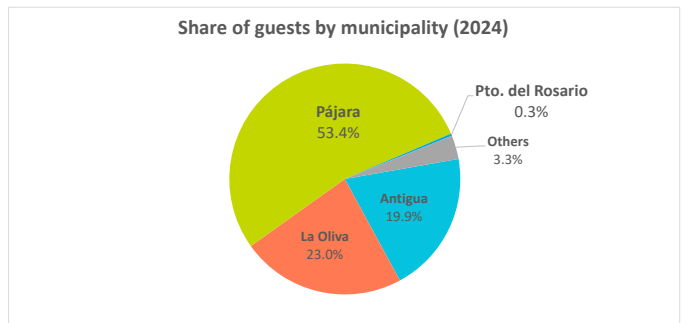
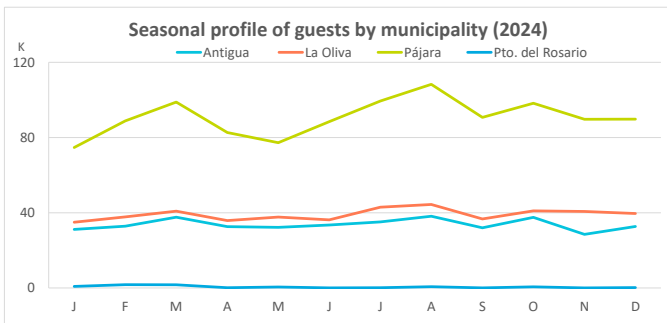
Fuerteventura (2024)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Fuerteventura	Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	342,926	408,918	952,185	1,045	64,827	1,769,901	1,581,894	188,007
- United Kingdom	202,520	208,598	125,174	112	2,422	538,826	459,749	79,077
- Germany	27,035	67,351	533,980	167	15,192	643,725	584,595	59,130
Spanish Mainland	29,062	38,482	70,892	547	328	139,311	118,528	20,783
Canary Islands	31,962	21,228	63,768	5,039	2,432	124,429	96,776	27,653
Total	403,950	468,628	1,086,845	6,631	67,587	2,033,641	1,797,198	236,443

Place of residence:	Municipality of stay (%)					Fuerteventura	Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	84.9%	87.3%	87.6%	15.8%	95.9%	87.0%	88.0%	79.5%
- United Kingdom	50.1%	44.5%	11.5%	1.7%	3.6%	26.5%	25.6%	33.4%
- Germany	6.7%	14.4%	49.1%	2.5%	22.5%	31.7%	32.5%	25.0%
Spanish Mainland	7.2%	8.2%	6.5%	8.2%	0.5%	6.9%	6.6%	8.8%
Canary Islands	7.9%	4.5%	5.9%	76.0%	3.6%	6.1%	5.4%	11.7%
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	2,682,968	3,254,157	8,134,463	8,518	487,878	14,567,984	12,802,110	1,765,874
- United Kingdom	1,637,939	1,653,423	967,601	514	15,844	4,275,321	3,570,984	704,337
- Germany	201,966	591,990	4,969,947	1,894	142,183	5,907,980	5,275,521	632,459
Spanish Mainland	152,311	203,547	422,479	5,572	1,671	785,580	653,384	132,196
Canary Islands	128,655	89,408	411,430	12,073	12,702	654,268	515,616	138,652
Total	2,963,934	3,547,112	8,968,372	26,163	502,251	16,007,832	13,971,110	2,036,722
Length of stay								
International	7.8	8.0	8.5	8.2	--	8.2	8.1	9.4
- United Kingdom	8.1	7.9	7.7	4.6	--	7.9	7.8	8.9
- Germany	7.5	8.8	9.3	11.3	--	9.2	9.0	10.7
Spanish Mainland	5.2	5.3	6.0	10.2	--	5.6	5.5	6.4
Canary Islands	4.0	4.2	6.5	2.4	--	5.3	5.3	5.0
Total	7.3	7.6	8.3	3.9	--	7.9	--	--
ADR (€)	77.6	106.7	114.8	64.1	--	106.0	111.4	67.2
RevPar (€)	61.7	89.5	92.2	22.7	--	85.9	91.7	49.0
Total Revenue (€ million)	104.9	171.3	510.3	0.7	--	811.3	747.8	63.5
Bed-space occupancy rate (%)	71.0	75.1	73.2	47.8	--	73.6	76.5	58.3
Occupancy rate per room/apart. (%)	79.5	83.9	80.3	35.4	--	81.0	82.3	73.0
Tourist population ⁽¹⁾	8,120	9,718	24,571	72	1,376	43,857	--	--
Employment	1,747	2,334	6,701	13	369	11,164	10,428	737

⁽¹⁾ Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

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 (2024)

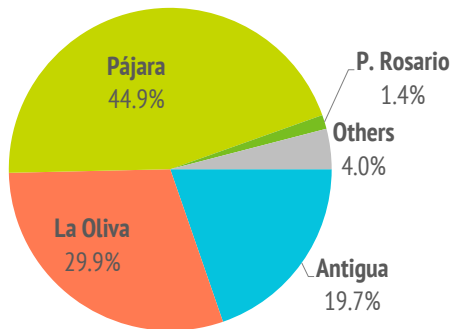


How many are they and how much do they spend?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (≥ 16 years old)	430,663	654,691	981,919	30,763	2,186,254
Average daily expenditure (€)	168.63	162.17	181.20	102.91	170.56
Average length of stay	9.55	9.05	9.10	10.12	9.19
Turnover per tourist (€)	1,357	1,318	1,537	989	1,417
Total turnover (≥ 16 years old)(€m)	584	863	1,509	30.4	3,097
Share of total turnover	18.9%	27.9%	48.7%	1.0%	100%
Share of total tourists	19.7%	29.9%	44.9%	1.4%	100%

Share of tourists by municipality (2024)



What is the main motivation for their holidays?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	59.8%	52.0%	56.3%	28.8%	55.0%
Explore the destination	16.9%	16.3%	18.9%	20.4%	17.8%
Other reasons	23.3%	31.7%	24.8%	50.8%	27.3%

How far in advance do they book their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	19.2%	22.4%	24.5%	36.9%	23.0%
Between 1 and 2 months	23.2%	25.8%	24.8%	27.2%	24.6%
More than 3 months	57.6%	51.8%	50.7%	35.9%	52.5%

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	48.5%	48.3%	42.9%	31.0%	45.1%
Friends or relatives	25.9%	28.9%	18.9%	47.5%	24.1%
Internet or social media	52.6%	53.7%	51.3%	48.0%	52.3%
Tour Operator or Travel Agency	23.4%	20.2%	29.6%	2.6%	24.7%
Others	13.3%	17.3%	16.2%	26.4%	16.1%

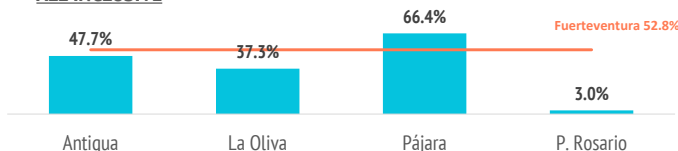
(*) Multi-choice question

What do they book?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	32.8%	49.5%	11.5%	96.2%	28.0%
Half board / Full board	19.4%	13.3%	22.1%	0.8%	19.2%
All inclusive	47.7%	37.3%	66.4%	3.0%	52.8%

ALL INCLUSIVE



(Canary Islands: 32.1%)

Importance of each factor in the destination choice



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Climate	75.7%	77.4%	76.7%	77.3%	76.5%
Sea	44.0%	54.2%	68.0%	54.4%	58.2%
Safety	57.9%	57.0%	60.2%	32.3%	58.0%
Beaches	42.1%	51.7%	65.8%	55.2%	55.5%
Tranquility	51.2%	51.1%	56.8%	50.1%	53.4%
Accommodation supply	49.5%	40.6%	46.6%	19.4%	44.4%
Effortless trip	42.5%	40.1%	44.5%	31.0%	42.2%
Price	47.2%	40.1%	35.8%	32.6%	39.2%
European belonging	34.9%	33.6%	41.0%	34.7%	37.2%
Environment	30.0%	33.4%	27.4%	47.0%	29.9%
Landscapes	26.2%	31.7%	28.8%	50.8%	29.4%
Gastronomy	23.1%	28.0%	24.3%	27.6%	25.2%
Authenticity	22.5%	22.9%	21.9%	26.5%	22.4%
Fun possibilities	20.6%	22.8%	19.1%	23.2%	20.6%
Exoticism	11.4%	8.6%	10.6%	12.3%	10.3%
Shopping	9.1%	9.0%	9.0%	12.8%	8.9%
Culture	8.5%	6.2%	7.1%	12.7%	7.1%
Historical heritage	7.4%	6.7%	6.6%	12.2%	6.9%
Nightlife	4.7%	7.2%	4.1%	11.4%	5.3%
Hiking trail network	0.0%	0.0%	0.0%	0.0%	0.0%

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	64.1%	48.2%	85.5%	8.4%	67.9%
- Apartment	11.6%	11.6%	5.7%	0.5%	8.4%
- Private accommodation	22.5%	34.7%	7.5%	79.3%	20.9%
- Other type of accommodation	1.7%	5.4%	1.3%	11.9%	2.8%
German market	100%	100%	100%	100%	100%
- Hotel	53.5%	46.5%	84.3%	0.0%	75.1%
- Apartment	7.7%	5.7%	8.0%	0.9%	7.3%
- Private accommodation	37.7%	38.4%	6.9%	51.2%	15.1%
- Other type of accommodation	1.1%	9.3%	0.8%	47.9%	2.5%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	70.9%	46.2%	88.1%	5.4%	64.9%
- Apartment	14.7%	21.2%	4.6%	0.2%	11.3%
- Private accommodation	13.4%	28.8%	7.2%	86.4%	21.6%
- Other type of accommodation	1.0%	3.8%	0.1%	8.0%	2.2%
British market	100%	100%	100%	100%	100%
- Hotel	65.0%	58.7%	86.1%	0.0%	67.2%
- Apartment	15.1%	12.9%	2.5%	0.0%	10.9%
- Private accommodation	19.6%	26.9%	8.7%	100.0%	20.4%
- Other type of accommodation	0.3%	1.5%	2.7%	0.0%	1.4%
Other markets	100%	100%	100%	100%	100%
- Hotel	64.2%	36.8%	86.9%	15.8%	62.0%
- Apartment	6.4%	10.8%	3.3%	0.5%	6.3%
- Private accommodation	25.0%	43.7%	8.0%	83.7%	27.1%
- Other type of accommodation	4.4%	8.7%	1.8%	0.0%	4.7%

Length of stay (all markets)

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Type of accommodation					
- Hotel	8.8	8.2	8.7	7.4	8.6
- Apartment	8.8	8.4	10.7	10.7	9.2
- Private accommodation	12.1	10.2	12.6	10.3	11.0
- Other type of accommodation	10.0	10.9	10.2	11.0	10.5

Tourist profile by municipality

Fuerteventura (2024)



Activities in the Canary Islands



Outdoor time per day	Antigua	La Oliva	Pájara	P. Rosario	FUE
0 - 8 hours	68.8%	66.0%	76.7%	54.0%	71.1%
More than 8 hours	31.2%	34.0%	23.3%	46.0%	28.9%

Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Beach	72.8%	78.7%	84.9%	79.6%	79.9%
Walk, wander	76.6%	73.2%	56.2%	67.2%	65.5%
Swimming pool, hotel facilities	63.9%	51.5%	53.6%	8.3%	54.0%
Explore the island on their own	45.5%	52.3%	40.7%	60.1%	45.8%
Taste Canarian gastronomy	18.1%	28.2%	16.2%	35.7%	20.6%
Nature activities	17.3%	23.3%	17.7%	30.8%	20.0%
Activities at sea	13.0%	20.5%	11.1%	5.4%	14.5%
Organized excursions	13.5%	12.2%	16.0%	8.3%	14.0%
Sport activities	14.6%	15.1%	10.9%	16.1%	13.8%
Nightlife / concerts / shows	12.0%	15.4%	5.0%	15.8%	9.6%
Wineries/markets/popular festivals	9.2%	9.3%	5.0%	11.0%	7.2%
Theme parks	6.4%	6.4%	6.5%	4.9%	6.4%
Museums / exhibitions	6.7%	5.9%	3.5%	12.2%	5.1%
Beauty and health treatments	4.6%	3.4%	4.2%	0.4%	3.9%
Astronomical observation	2.8%	2.4%	4.6%	8.1%	3.7%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	0.0%

(*) 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

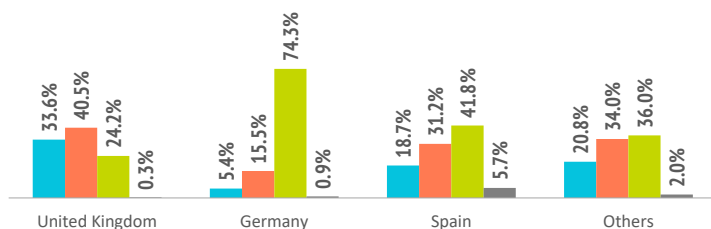
Where are they from?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourists (> 15 years old)					
United Kingdom	225,115	271,471	162,531	2,284	670,821
Germany	37,071	106,980	512,785	6,124	689,777
Spain	29,597	49,383	66,162	9,097	158,370
Others	138,880	226,856	240,441	13,258	667,286
% Tourists					
United Kingdom	33.6%	40.5%	24.2%	0.3%	100%
Germany	5.4%	15.5%	74.3%	0.9%	100%
Spain	18.7%	31.2%	41.8%	5.7%	100%
Others	20.8%	34.0%	36.0%	2.0%	100%

Tourist arrivals by municipality (2024)

■ Antigua ■ La Oliva ■ Pájara ■ P. Rosario



Who are they?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Gender					
Less than 50.000€	47.4%	42.3%	49.1%	58.0%	46.9%
Women	52.6%	57.7%	50.9%	42.0%	53.1%
Age range (> 15 years old)					
16 - 44 years old	43.9%	49.2%	43.5%	56.8%	45.7%
Over 44 years old	56.1%	50.8%	56.5%	43.2%	54.3%
Occupation					
Active	70.9%	76.0%	77.3%	60.9%	75.6%
Inactive	29.1%	24.0%	22.7%	39.1%	24.4%
Annual household income level					
Less than €50,000	47.8%	48.1%	46.6%	78.7%	47.8%
More than €50,000	52.2%	51.9%	53.4%	21.3%	52.2%
Education level					
No studies/Primary education	6.5%	5.2%	5.1%	0.7%	5.2%
Secondary education	22.6%	21.2%	23.5%	23.1%	22.5%
Higher education	71.0%	73.6%	71.4%	76.2%	72.3%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.73	8.79	8.58	8.62	8.68
Experience in the Canary Islands					
Worse or much worse than expected	3.9%	2.7%	3.4%	1.5%	3.3%
Lived up to expectations	59.2%	56.4%	56.9%	55.8%	56.9%
Better or much better than expected	36.8%	40.8%	39.6%	42.7%	39.8%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.81	8.84	8.62	9.15	8.73
Recommend visiting the Canary Island:	8.94	9.00	8.82	9.02	8.90

8.73/10

Return to the Canary Islands

8.90/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



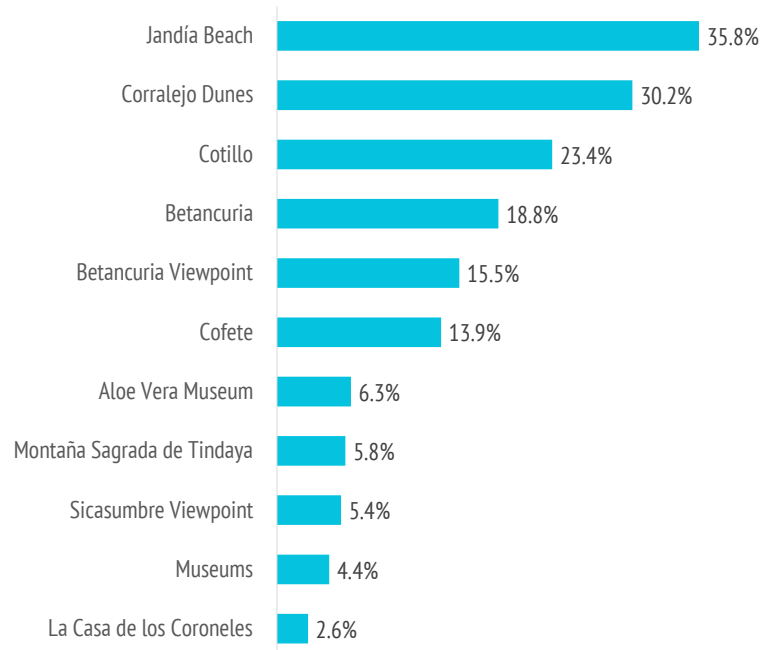
	Antigua	La Oliva	Pájara	P. Rosario	FUE
Repeat tourists					
Repeat tourists	71.6%	71.8%	67.4%	73.6%	69.3%
- Germany	65.4%	64.3%	71.5%	75.3%	69.5%
- Spain	69.7%	76.5%	72.4%	84.7%	73.7%
- United Kingdom	78.2%	81.0%	73.9%	46.8%	78.1%
- Others	63.0%	63.2%	52.8%	69.7%	59.3%
Repeat tourists (3 or more visits)					
Repeat tourists (3 or more visits)	54.9%	54.7%	49.6%	53.0%	51.8%
- Germany	47.7%	51.0%	55.2%	14.9%	52.9%
- Spain	57.8%	60.3%	55.3%	67.4%	57.9%
- United Kingdom	64.0%	63.1%	50.9%	46.8%	60.2%
- Others	41.5%	45.2%	35.1%	61.9%	40.8%

How many islands do they visit during their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	92.7%	90.0%	93.9%	93.7%	92.4%
Two or more islands	7.3%	10.0%	6.1%	6.3%	7.6%

WHICH PLACES DO THE VISIT IN FUERTEVENTURA?*



**Multi-choice question

”

3 in 10 tourists in Fuerteventura visit
Jandía Beaches