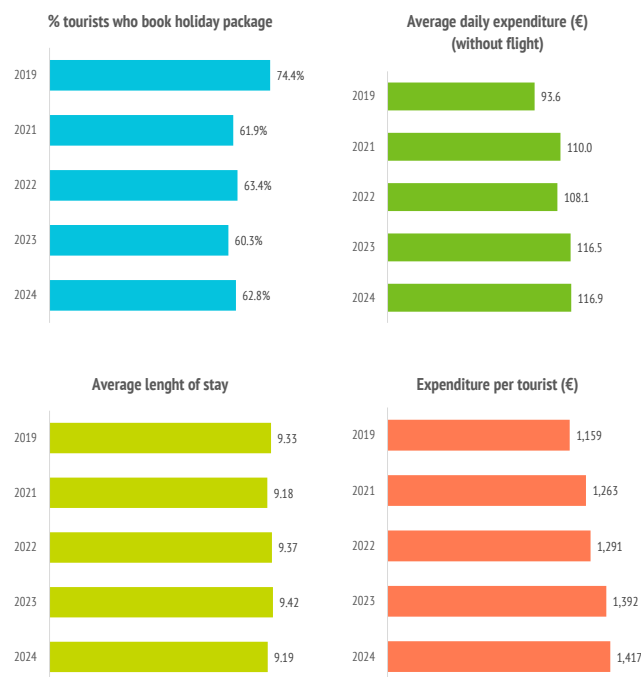


How many are they and how much do they spend?



	2019	2021	2022	2023	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>1,895</b>	<b>970</b>	<b>2,057</b>	<b>2,275</b>	<b>2,493</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>1,659</b>	<b>844</b>	<b>1,823</b>	<b>1,985</b>	<b>2,186</b>
- book holiday package (*)	1,234	522	1,155	1,196	1,373
- do not book holiday package (*)	425	321	668	788	813
- % tourists who book holiday package	74.4%	61.9%	63.4%	60.3%	62.8%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>236</b>	<b>126</b>	<b>235</b>	<b>290</b>	<b>307</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	1,214	1,376	1,378	1,524	1,571
- holiday package	1,059	1,184	1,235	1,342	1,382
- others	155	192	143	182	189
- do not book holiday package	1,000	1,078	1,141	1,191	1,155
- flight	286	249	293	345	317
- accommodation	378	461	468	425	418
- others	336	367	380	420	420
<b>Average lenght of stay</b>	<b>9.33</b>	<b>9.18</b>	<b>9.37</b>	<b>9.42</b>	<b>9.19</b>
<b>Average daily expenditure (€)</b>	<b>134.9</b>	<b>147.5</b>	<b>149.2</b>	<b>164.9</b>	<b>170.6</b>
<b>Average daily expenditure (without flight)</b>	<b>93.6</b>	<b>110.0</b>	<b>108.1</b>	<b>116.5</b>	<b>116.9</b>
<b>Average cost of the flight (€)</b>	<b>354.0</b>	<b>321.1</b>	<b>350.5</b>	<b>407.4</b>	<b>440.9</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>1,923</b>	<b>1,065</b>	<b>2,354</b>	<b>2,762</b>	<b>3,097</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>1,336</b>	<b>794</b>	<b>1,715</b>	<b>1,953</b>	<b>2,133</b>

(\*) Thousands of tourists



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

	2019	2021	2022	2023	2024
<b>Accommodation:</b>					
- Accommodation	93.1%	93.4%	90.7%	89.2%	90.0%
- Additional accommodation expenses	5.8%	9.3%	6.3%	8.8%	7.1%
<b>Transport:</b>					
- National/International Transport	99.0%	97.9%	98.2%	97.8%	97.6%
- Flights between islands	4.2%	7.7%	5.7%	7.0%	6.0%
- Taxi	56.7%	52.4%	55.0%	57.8%	53.2%
- Car rental	25.7%	32.9%	27.9%	30.5%	29.5%
- Public transport	4.7%	6.4%	6.0%	6.8%	7.7%
<b>Food and drink:</b>					
- Food purchases at supermarkets	39.7%	49.0%	46.6%	55.5%	54.7%
- Restaurants	41.1%	46.9%	46.7%	49.2%	49.6%
<b>Leisure:</b>					
- Organized excursions	15.6%	19.9%	18.5%	21.3%	19.5%
- Sport activities	6.8%	11.2%	8.7%	9.7%	7.9%
- Cultural activities	1.0%	0.9%	1.0%	1.4%	1.0%
- Museums	1.9%	2.0%	1.9%	2.2%	2.6%
- Theme Parks	4.5%	2.9%	3.3%	4.3%	4.2%
- Discos and pubs	5.3%	4.0%	6.4%	6.4%	6.0%
- Wellness	3.7%	4.3%	4.3%	4.7%	3.4%
<b>Purchases of goods:</b>					
- Souvenirs	42.1%	40.7%	36.0%	41.1%	42.1%
- Real state	0.1%	0.1%	0.2%	0.1%	0.0%
- Other expenses	0.4%	0.7%	0.8%	0.7%	0.7%
<b>Other:</b>					
- Medical or pharmaceutical expenses	4.9%	12.2%	7.3%	7.7%	6.0%
- Other expenses	6.7%	6.9%	6.1%	7.2%	5.7%

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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
<b>Accommodation:</b>					
- Accommodation	740	811	859	894	906
- Additional accommodation expenses	603	671	711	740	723
- Additional accommodation expenses	137	140	148	154	184
<b>Transport:</b>					
- National/International Transport	611	648	678	723	765
- National/International Transport	358	328	357	417	452
- Flights between islands	60	60	66	78	61
- Taxi	69	106	102	89	100
- Car rental	100	133	135	120	121
- Public transport	25	20	18	20	32
<b>Food and drink:</b>					
- Food purchases at supermarkets	223	217	244	249	245
- Food purchases at supermarkets	90	85	89	101	100
- Restaurants	133	132	155	148	146
<b>Leisure:</b>					
- Organized excursions	480	545	479	541	539
- Organized excursions	78	87	96	99	100
- Sport activities	118	128	106	119	114
- Cultural activities	51	97	48	60	70
- Museums	24	30	27	34	25
- Theme Parks	59	61	56	57	67
- Discos and pubs	86	68	84	95	91
- Wellness	64	75	61	76	72
<b>Purchases of goods:</b>					
- Souvenirs	646	12,595	554	492	48,532
- Souvenirs	87	77	72	71	79
- Real state	298	12,412	252	169	48,386
- Other expenses	261	105	230	253	68
<b>Other:</b>					
- Medical or pharmaceutical expenses	121	115	116	136	128
- Medical or pharmaceutical expenses	39	46	46	50	39
- Other expenses	82	69	70	86	89

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	2021	2022	2023	2024
Holiday, leisure	94.4%	94.4%	94.1%	92.9%	93.4%
Visiting family or friends	3.7%	2.9%	4.2%	4.8%	5.1%
Business and work	0.5%	1.1%	0.6%	0.9%	0.6%
Education and training	0.1%	0.1%	0.0%	0.1%	0.1%
Sports training	1.0%	0.8%	0.5%	0.7%	0.6%
Health or medical care	0.0%	0.1%	0.0%	0.0%	0.0%
Fairs and congresses	0.1%	0.0%	0.1%	0.2%	0.1%
Others	0.2%	0.6%	0.5%	0.4%	0.2%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	62.2%	61.7%	55.0%	54.4%	55.0%
Enjoy family time	11.3%	9.0%	13.0%	13.0%	13.7%
Have fun	5.1%	4.5%	8.7%	9.5%	8.3%
Explore the destination	16.4%	19.2%	18.0%	17.9%	17.8%
Practice their hobbies	3.6%	4.5%	3.6%	3.5%	4.0%
Other reasons	1.5%	1.1%	1.7%	1.7%	1.3%

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

	2019	2021	2022	2023	2024
Didn't have holidays	--	33.9%	28.6%	14.5%	11.7%
Canary Islands	--	16.3%	20.5%	25.6%	25.4%
Other destination	--	49.8%	50.9%	60.0%	62.9%
Balearic Islands	--	3.8%	4.1%	4.9%	4.7%
Rest of Spain	--	8.3%	7.5%	8.4%	9.3%
Italy	--	8.5%	7.8%	8.3%	7.9%
France	--	4.8%	4.5%	5.8%	4.8%
Turkey	--	1.4%	2.2%	3.4%	3.8%
Greece	--	7.0%	7.3%	8.6%	8.8%
Portugal	--	2.1%	3.0%	3.5%	3.9%
Croatia	--	2.1%	2.7%	2.7%	2.3%
Egypt	--	1.2%	1.2%	1.7%	2.2%
Tunisia	--	0.2%	0.2%	0.3%	0.7%
Morocco	--	0.3%	0.6%	0.7%	0.9%
Others	--	9.9%	9.6%	11.7%	13.5%

\* Percentage of valid answers

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

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	24.4%	23.7%	26.6%	24.8%
Canary Islands (other island)	--	27.2%	27.1%	26.9%	27.4%
Other destination	--	48.4%	49.2%	46.4%	47.8%
Balearic Islands	--	7.2%	7.3%	6.5%	6.0%
Rest of Spain	--	6.3%	7.5%	7.3%	7.4%
Italy	--	4.6%	4.4%	4.7%	4.8%
France	--	1.5%	1.5%	1.1%	1.7%
Turkey	--	3.2%	4.0%	3.7%	4.0%
Greece	--	11.5%	9.6%	9.3%	9.8%
Portugal	--	5.7%	5.8%	5.7%	5.9%
Croatia	--	2.5%	2.6%	2.1%	2.6%
Egypt	--	3.2%	3.6%	3.3%	3.2%
Others	--	2.8%	2.9%	2.6%	2.5%

\* Percentage of valid answers

Importance of each factor in the destination choice

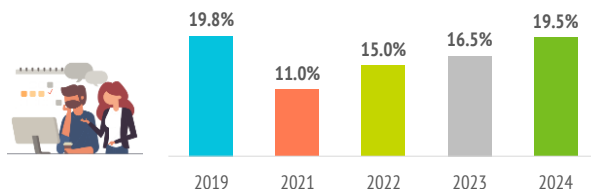
	2019	2021	2022	2023	2024
Climate	78.8%	79.8%	75.6%	77.8%	76.5%
Sea	60.5%	69.5%	61.7%	59.6%	58.2%
Safety	55.9%	53.6%	54.0%	56.6%	58.0%
Beaches	58.9%	67.2%	59.0%	57.5%	55.5%
Tranquility	56.5%	56.4%	53.0%	54.4%	53.4%
Accommodation supply	45.9%	43.7%	42.9%	44.1%	44.4%
Effortless trip	39.5%	40.3%	41.4%	40.7%	42.2%
Price	38.0%	32.3%	37.6%	37.2%	39.2%
European belonging	40.6%	44.5%	38.3%	36.9%	37.2%
Environment	29.4%	28.1%	29.3%	29.8%	29.9%
Landscapes	27.0%	30.6%	29.2%	30.2%	29.4%
Gastronomy	21.5%	24.3%	23.5%	24.6%	25.2%
Authenticity	20.0%	24.4%	21.1%	20.4%	22.4%
Fun possibilities	17.6%	20.5%	21.0%	21.1%	20.6%
Exoticism	10.6%	12.8%	11.0%	10.2%	10.3%
Shopping	7.8%	6.5%	7.9%	7.3%	8.9%
Hiking trail network	6.9%	7.0%	6.6%	7.2%	7.8%
Culture	5.8%	5.2%	6.4%	7.1%	7.1%
Historical heritage	5.9%	5.8%	5.9%	6.2%	6.9%
Nightlife	4.6%	4.4%	5.2%	4.8%	5.3%

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	2021	2022	2023	2024
The same day	0.5%	0.7%	0.8%	0.4%	0.6%
Between 1 and 30 days	22.4%	44.6%	30.6%	23.2%	22.3%
Between 1 and 2 months	23.0%	25.0%	24.9%	24.9%	24.6%
Between 3 and 6 months	34.3%	18.7%	28.7%	34.9%	32.9%
More than 6 months	19.8%	11.0%	15.0%	16.5%	19.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	51.7%	46.5%	45.4%	40.5%	45.1%
Friends or relatives	20.8%	22.8%	23.6%	20.9%	24.1%
Internet or social media	52.8%	57.9%	56.2%	51.6%	52.3%
Mass Media	1.8%	1.6%	2.1%	1.6%	1.2%
Travel guides and magazines	8.4%	7.2%	6.5%	5.4%	5.1%
Travel Blogs or Forums	5.3%	8.4%	6.5%	5.4%	5.9%
Travel TV Channels	0.9%	0.6%	1.0%	0.7%	0.6%
Tour Operator or Travel Agency	28.9%	28.5%	24.8%	26.2%	24.7%
Public administrations or similar	0.3%	1.0%	0.7%	0.4%	0.7%
Others	1.5%	1.7%	1.9%	2.3%	2.6%

\* Multi-choice question

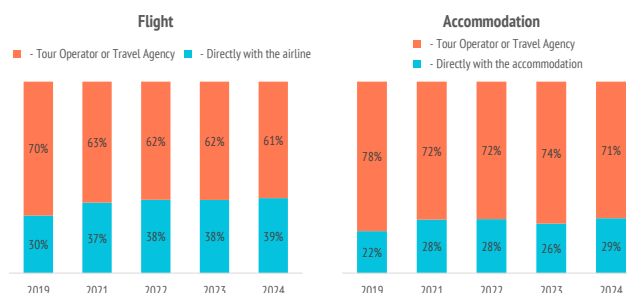
## Tourist profile. Historical data (2019 - 2024)

### FUERTEVENTURA



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

	2019	2021	2022	2023	2024
<b>Flight</b>					
- Directly with the airline	30.1%	36.8%	38.3%	38.2%	39.1%
- Tour Operator or Travel Agency	69.9%	63.2%	61.7%	61.8%	60.9%
<b>Accommodation</b>					
- Directly with the accommodation	21.9%	27.9%	28.2%	25.9%	28.6%
- Tour Operator or Travel Agency	78.1%	72.1%	71.8%	74.1%	71.4%

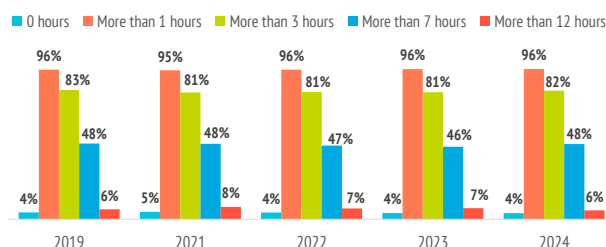


#### Where are they from?

	2019	2021	2022	2023	2024
Germany	36.6%	39.5%	32.9%	32.1%	31.6%
United Kingdom	25.3%	12.9%	28.0%	30.5%	30.7%
Spanish Mainland	8.4%	13.9%	7.8%	7.7%	7.2%
Italy	4.7%	6.6%	6.1%	5.3%	5.9%
France	5.9%	7.9%	6.9%	5.9%	5.4%
Poland	3.9%	6.5%	4.1%	3.3%	3.8%
Netherlands	2.6%	2.9%	3.1%	2.8%	2.9%
Ireland	1.8%	1.2%	1.8%	2.6%	2.6%
Czech Republic	1.1%	0.9%	1.4%	1.4%	1.6%
Denmark	1.5%	1.9%	1.5%	1.1%	1.2%
Others	8.2%	5.9%	6.4%	7.2%	7.2%

#### Activities in the Canary Islands

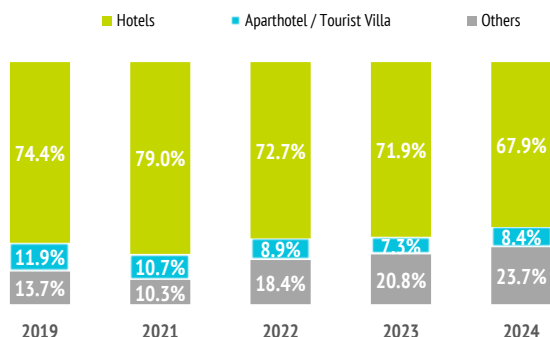
Outdoor time per day	2019	2021	2022	2023	2024
0 hours	4.3%	4.7%	4.3%	4.0%	3.9%
1 - 2 hours	13.0%	14.2%	14.2%	14.8%	13.8%
3 - 6 hours	34.2%	32.8%	34.4%	34.8%	34.2%
7 - 12 hours	42.2%	40.4%	40.2%	39.4%	42.4%
More than 12 hours	6.3%	7.9%	6.9%	7.0%	5.7%
Outdoor time per day	6.7	6.7	6.6	6.6	6.7



#### Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	16.1%	18.1%	14.8%	12.9%	12.1%
4* Hotel	53.9%	56.7%	53.1%	54.9%	51.8%
5* Hotel / 5* Luxury Hotel	4.4%	4.2%	4.7%	4.1%	4.0%
Aparthotel / Tourist Villa	11.9%	10.7%	8.9%	7.3%	8.4%
House/room rented in a private dwelling	3.8%	3.8%	6.0%	7.6%	15.1%
Private accommodation (1)	5.5%	3.2%	6.2%	7.3%	5.8%
Others (Cottage, cruise, camping,...)	4.3%	3.3%	6.2%	5.8%	2.8%

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



#### What do they book?

	2019	2021	2022	2023	2024
Room only	12.5%	16.2%	17.2%	17.5%	22.4%
Bed and Breakfast	4.3%	5.9%	5.9%	6.6%	5.5%
Half board	18.1%	15.8%	14.5%	16.9%	15.2%
Full board	6.6%	5.5%	5.1%	4.2%	4.0%
All inclusive	58.5%	56.6%	57.4%	54.9%	52.8%

Activities in the Canary Islands	2019	2021	2022	2023	2024
Beach	77.1%	88.9%	82.2%	77.9%	79.9%
Walk, wander	58.1%	63.8%	62.9%	61.0%	65.5%
Swimming pool, hotel facilities	53.0%	58.1%	58.5%	54.1%	54.0%
Explore the island on their own	39.8%	50.0%	45.0%	39.8%	45.8%
Taste Canarian gastronomy	17.9%	23.4%	20.5%	19.1%	20.6%
Hiking	--	17.5%	15.6%	14.0%	15.9%
Organized excursions	14.5%	14.3%	15.2%	13.8%	14.0%
Sea excursions / whale watching	6.8%	11.1%	11.5%	9.7%	9.8%
Nightlife / concerts / shows	8.3%	7.6%	10.2%	9.7%	9.6%
Other Nature Activities	--	7.1%	7.0%	6.7%	7.9%
Wineries / markets / popular festivals	7.7%	5.3%	7.0%	6.9%	7.2%
Swim	--	47.7%	10.0%	7.1%	7.0%
Theme parks	7.6%	5.7%	6.6%	5.9%	6.4%
Surf	--	8.3%	6.4%	5.6%	5.7%
Running	--	7.0%	4.9%	4.5%	5.5%
Practice other sports	--	8.0%	5.8%	4.8%	5.5%
Museums / exhibitions	5.4%	5.2%	4.7%	5.2%	5.1%
Beauty and health treatments	4.7%	5.3%	4.7%	5.0%	3.9%
Astronomical observation	2.9%	4.2%	4.0%	3.5%	3.7%
Cycling / Mountain bike	--	4.7%	3.8%	2.7%	2.8%
Golf	--	2.0%	1.9%	2.6%	2.4%
Scuba Diving	--	4.3%	2.9%	2.4%	2.3%
Windsurf / Kitesurf	--	4.2%	2.7%	2.3%	2.1%

\* Multi-choice question

## Tourist profile. Historical data (2019 - 2024)

### FUERTEVENTURA



#### What places do they visit?

	2019	2021	2022	2023	2024
Jandía Beach	38.8%	49.3%	39.3%	36.2%	35.8%
Corralejo Dunes and Isle of Lobos	26.4%	35.0%	33.1%	27.7%	30.2%
Cotillo	22.8%	28.1%	25.2%	21.4%	23.4%
Betancuria	19.5%	22.5%	19.3%	18.0%	18.8%
Betancuria Viewpoint	15.1%	18.2%	14.5%	13.5%	15.5%
Cofete	15.1%	21.8%	15.8%	12.3%	13.9%
Aloe Vera Museum	8.2%	6.3%	6.0%	6.8%	6.3%
Montaña Sagrada de Tindaya	7.2%	8.3%	6.7%	5.4%	5.8%
Sicasumbre Viewpoint	5.3%	7.7%	5.8%	4.5%	5.4%
Museums	4.8%	4.0%	4.2%	4.6%	4.4%
La Casa de los Coroneles	3.8%	3.9%	2.7%	2.4%	2.6%

#### ¿Cuántos son fieles al destino?

	2019	2021	2022	2023	2024
Fuerteventura: Repeat tourists	62.2%	62.1%	59.0%	57.9%	60.4%
Fuerteventura: At least 10 previous visits	7.3%	8.5%	8.2%	7.1%	7.3%
Canary Islands: Repeat tourists	72.0%	69.7%	67.6%	70.5%	69.3%
Canary Islands: At least 10 previous visits	16.5%	16.9%	16.4%	16.5%	17.7%

#### Who are they?

	2019	2021	2022	2023	2024
<b>Gender</b>					
Men	48.9%	51.0%	49.1%	45.2%	46.9%
Women	51.1%	49.0%	50.9%	54.8%	53.1%
<b>Age</b>					
Average age	49.17	43.82	45.74	46.12	47.37
Standard deviation	15.2	15.3	15.9	16.2	16.8
<b>Age range</b>					
16 - 24 years old	5.5%	10.1%	10.0%	10.1%	10.1%
25 - 30 years old	8.9%	14.8%	12.1%	11.3%	10.4%
31 - 45 years old	26.1%	30.2%	28.4%	29.0%	27.2%
46 - 60 years old	33.9%	29.2%	28.8%	27.2%	26.8%
Over 60 years old	25.6%	15.6%	20.6%	22.3%	25.5%
<b>Occupation</b>					
Salaried worker	54.7%	59.0%	58.4%	58.3%	57.0%
Self-employed	11.0%	11.8%	10.1%	11.2%	10.6%
Unemployed	0.9%	1.2%	0.6%	0.7%	0.8%
Business owner	9.8%	10.8%	8.9%	8.3%	8.0%
Student	3.0%	5.2%	4.5%	3.7%	3.6%
Retired	19.2%	11.0%	16.2%	16.8%	18.7%
Unpaid domestic work	0.9%	0.4%	0.8%	0.3%	0.5%
Others	0.6%	0.6%	0.5%	0.8%	0.8%
<b>Annual household income level</b>					
Less than €25,000	15.9%	13.9%	14.6%	11.6%	12.6%
€25,000 - €49,999	40.1%	37.7%	34.9%	33.6%	35.1%
€50,000 - €74,999	21.7%	23.8%	26.3%	26.0%	25.2%
More than €74,999	22.3%	24.6%	24.2%	28.9%	27.0%
<b>Education level</b>					
No studies	3.6%	1.6%	3.2%	2.8%	3.1%
Primary education	3.3%	1.8%	1.8%	1.8%	2.1%
Secondary education	24.6%	18.3%	20.2%	20.9%	22.5%
Higher education	68.5%	78.3%	74.8%	74.5%	72.3%

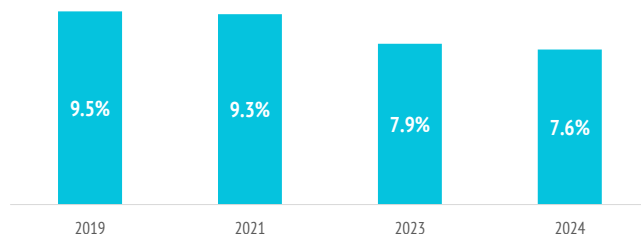
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

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

	2019	2021	2022	2023	2024
One island	90.5%	90.7%	91.3%	92.1%	92.4%
Two islands	8.3%	8.7%	7.6%	7.1%	6.9%
Three or more islands	1.1%	0.7%	1.1%	0.7%	0.7%

#### % TOURISTS VISITING MORE THAN ONE ISLAND



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.70	8.86	8.77	8.74	8.68

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.1%	2.4%	3.5%	2.7%	3.3%
Lived up to expectations	56.6%	55.8%	56.7%	55.4%	56.9%
Better or much better than expected	41.3%	41.8%	39.9%	42.0%	39.8%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.74	8.86	8.69	8.78	8.73
Recommend visiting the Canary Islands	8.95	9.07	8.96	8.96	8.90

#### Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	8.5%	10.9%	9.2%	10.8%	11.5%
Only with partner	50.7%	52.1%	46.7%	47.6%	46.7%
Only with children (< 13 years old)	6.0%	4.4%	6.9%	4.9%	5.0%
Partner + children (< 13 years old)	6.3%	5.2%	6.3%	7.4%	6.2%
Other relatives	8.0%	7.0%	9.0%	10.3%	9.6%
Friends	4.9%	7.6%	7.3%	6.3%	6.5%
Work colleagues	0.2%	0.4%	0.2%	0.3%	0.2%
Organized trip	0.3%	0.2%	0.3%	0.2%	0.2%
Other combinations (2)	15.0%	12.1%	14.2%	12.3%	14.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	17.9%	13.2%	18.6%	17.6%	16.6%
- Between 0 and 2 years old	1.2%	1.7%	1.6%	1.5%	1.0%
- Between 3 and 12 years old	15.5%	10.6%	15.9%	15.1%	14.4%
- Between 0 -2 and 3-12 years old	1.2%	0.9%	1.1%	1.1%	1.2%
<b>Tourists without children</b>	<b>82.1%</b>	<b>86.8%</b>	<b>81.4%</b>	<b>82.4%</b>	<b>83.4%</b>
<b>Group composition:</b>					
- 1 person	11.6%	14.3%	11.5%	13.0%	14.1%
- 2 people	57.4%	59.7%	55.7%	56.5%	55.9%
- 3 people	12.1%	10.1%	12.9%	12.4%	12.5%
- 4 or 5 people	15.7%	14.1%	16.2%	15.4%	13.9%
- 6 or more people	3.2%	1.9%	3.7%	2.7%	3.7%
<b>Average group size:</b>	<b>2.53</b>	<b>2.36</b>	<b>2.56</b>	<b>2.48</b>	<b>2.49</b>

\*People who share the main expenses of the trip