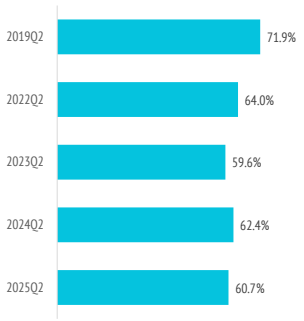
Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Second Quarter

How many are they and how much do they spend?

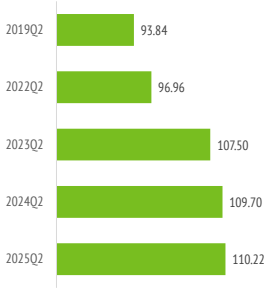
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**464**	**493**	**530**	**557**	**623**
Tourist arrivals ≥ 16 years old (EGT) (*)	**395**	**451**	**451**	**474**	**541**
- % tourists who book holiday package	71.9%	64.0%	59.6%	62.4%	60.7%
Children < 16 years old (FRONTUR - EGT) (*)	69	42	79	83	83
Expenditure per tourist (€)	**1,144**	**1,142**	**1,186**	**1,280**	**1,208**
- book holiday package	1,200	1,169	1,275	1,397	1,320
- holiday package	1,044	1,112	1,095	1,213	1,146
- others	156	58	180	184	174
- do not book holiday package	1,001	1,094	1,054	1,087	1,036
- flight	312	264	260	286	287
- accommodation	373	444	386	419	365
- others	317	387	409	383	384
Average lenght of stay	**9.2**	**9.5**	**9.0**	**9.4**	**9.0**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**137.50**	**128.08**	**148.04**	**156.12**	**147.70**
- Median	130.01	117.98	140.83	144.22	136.31
Average daily expenditure (without flight)	**93.84**	**96.96**	**107.50**	**109.70**	**110.22**
- Median	88.13	90.00	101.25	102.55	103.99
Average cost of the flight (€)	**365.89**	**269.92**	**319.32**	**368.81**	**317.46**
Total turnover (≥ 16 years old) (€m)	**452**	**515**	**535**	**607**	**653**
Turnover without flight (≥ 16 years old) (€m)	**307**	**393**	**391**	**432**	**482**

(*) Thousands of tourists

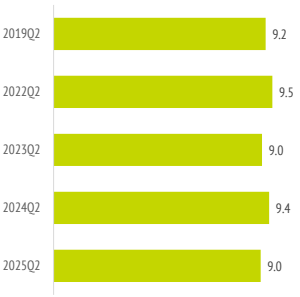
% tourists who book holiday package



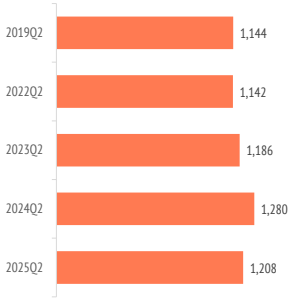
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	92.4%	88.1%	91.1%	90.7%	89.2%
- Additional accommodation expenses	6.4%	4.8%	9.0%	7.2%	6.9%
Transport:					
- National/International Transport	99.0%	97.3%	97.9%	96.4%	96.3%
- Flights between islands	4.6%	4.1%	8.6%	5.4%	6.2%
- Taxi	57.8%	51.9%	59.4%	51.7%	53.2%
- Car rental	29.3%	25.8%	31.9%	30.2%	33.6%
- Public transport	4.3%	4.0%	8.1%	6.8%	6.0%
Food and drink:					
- Food purchases at supermarkets	40.9%	35.6%	58.8%	51.3%	54.3%
- Restaurants	43.0%	42.3%	50.3%	49.8%	51.3%
Leisure:					
- Organized excursions	13.6%	15.5%	22.1%	19.8%	19.2%
- Sport activities	7.2%	6.8%	11.5%	6.7%	7.5%
- Cultural activities	1.4%	1.7%	1.3%	1.2%	1.6%
- Museums	2.4%	1.4%	2.2%	2.5%	2.5%
- Theme Parks	5.0%	2.8%	3.5%	4.2%	3.9%
- Discos and pubs	7.4%	4.8%	6.3%	3.8%	7.6%
- Wellness	5.0%	2.5%	4.6%	3.9%	2.6%
Purchases of goods:					
- Souvenirs	42.0%	32.0%	42.7%	45.9%	43.2%
- Other expenses	0.5%	0.9%	0.7%	0.9%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.3%	5.8%	7.2%	5.2%	7.5%
- Other expenses	7.4%	3.1%	9.4%	6.2%	5.0%

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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:	**709**	**795**	**717**	**883**	**817**
- Accommodation	580	685	598	664	659
- Additional accommodation expenses	129	110	119	219	158
Transport:	**614**	**560**	**631**	**682**	**644**
- National/International Transport	370	278	326	383	330
- Flights between islands	47	40	78	62	81
- Taxi	68	102	90	99	88
- Car rental	96	127	114	106	111
- Public transport	34	12	22	31	34
Food and drink:	**212**	**275**	**226**	**238**	**244**
- Food purchases at supermarkets	86	75	90	99	100
- Restaurants	126	200	136	139	143
Leisure:	**503**	**479**	**515**	**493**	**481**
- Organized excursions	73	104	85	93	82
- Sport activities	144	93	127	99	89
- Cultural activities	59	30	44	82	57
- Museums	16	12	47	21	34
- Theme Parks	50	51	56	68	65
- Discos and pubs	83	136	81	74	85
- Wellness	77	54	76	57	70
Purchases of goods:	**249**	**329**	**730**	**144**	**115**
- Souvenirs	79	76	68	91	68
- Other expenses	170	254	662	53	46
Other:	**89**	**141**	**144**	**131**	**127**
- Medical or pharmaceutical expenses	36	38	58	50	42
- Other expenses	53	103	86	81	85

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Second Quarter

What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	93.8%	93.0%	95.0%	93.8%	92.9%
Visiting family or friends	4.0%	4.8%	2.3%	3.7%	4.4%
Business and work	0.3%	0.2%	0.8%	1.2%	0.9%
Education and training	0.2%	0.2%	0.1%	0.0%	0.0%
Sports training	1.4%	0.7%	1.0%	0.8%	0.9%
Health or medical care	0.1%	0.0%	0.0%	0.1%	0.0%
Fairs and congresses	0.0%	0.2%	0.3%	0.1%	0.2%
Others	0.2%	0.9%	0.5%	0.2%	0.7%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	66.9%	52.6%	56.5%	55.1%	58.9%
Enjoy family time	9.8%	12.4%	9.1%	12.5%	9.3%
Have fun	3.8%	8.3%	10.2%	8.0%	5.9%
Explore the destination	15.1%	21.1%	19.1%	21.5%	20.4%
Practice their hobbies	3.6%	3.6%	3.3%	2.1%	3.7%
Other reasons	0.8%	2.0%	1.8%	0.8%	1.8%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	31.3%	13.5%	12.4%	9.7%
Canary Islands	--	18.1%	22.8%	25.3%	23.9%
Other destination	--	50.6%	63.8%	62.3%	66.4%
- Balearic Islands	--	4.0%	5.3%	4.8%	3.6%
- Rest of Spain	--	7.7%	7.6%	9.1%	8.5%
- Italy	--	8.9%	10.7%	6.0%	8.7%
- France	--	5.3%	6.0%	4.3%	5.1%
- Turkey	--	2.2%	3.9%	4.2%	4.5%
- Greece	--	7.7%	10.6%	9.1%	8.6%
- Portugal	--	2.8%	4.1%	4.6%	4.0%
- Croatia	--	2.0%	2.6%	2.5%	2.7%
- Egypt	--	1.4%	2.1%	2.8%	2.9%
- Tunisia	--	0.3%	0.2%	0.8%	1.1%
- Morocco	--	0.2%	0.9%	0.9%	1.6%
- Others	--	7.9%	9.8%	13.3%	15.2%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	25.9%	22.8%	23.5%	24.3%
Canary Islands (other island)	--	27.5%	25.9%	25.7%	26.4%
Other destination	--	46.6%	51.3%	50.7%	49.3%
- Balearic Islands	--	7.4%	7.3%	7.1%	6.7%
- Rest of Spain	--	6.8%	8.6%	7.9%	8.9%
- Italy	--	4.2%	4.9%	4.9%	4.5%
- France	--	1.0%	1.0%	1.8%	1.3%
- Turkey	--	3.8%	3.8%	3.9%	4.7%
- Greece	--	9.8%	11.6%	10.8%	9.3%
- Portugal	--	5.7%	7.3%	6.6%	6.6%
- Croatia	--	2.4%	1.8%	2.6%	2.0%
- Egypt	--	3.4%	3.3%	3.0%	3.3%
- Others	--	2.1%	1.8%	2.1%	2.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

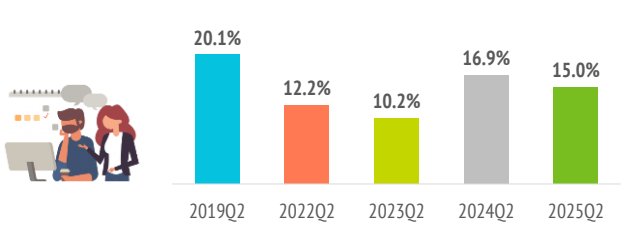
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	82.7%	82.6%	81.9%	82.1%	85.6%
Sea	52.4%	59.0%	55.0%	59.4%	57.0%
Tranquility	53.7%	52.7%	51.9%	53.0%	55.9%
Safety	51.6%	54.4%	53.3%	57.8%	55.3%
Beaches	50.0%	57.5%	49.7%	54.5%	54.9%
Accommodation supply	42.1%	43.2%	40.6%	43.8%	43.7%
European belonging	38.0%	44.5%	32.7%	38.8%	42.6%
Effortless trip	37.6%	44.0%	38.9%	42.9%	41.5%
Price	40.1%	35.2%	31.8%	35.6%	39.8%
Landscapes	29.7%	31.4%	31.3%	30.8%	32.4%
Environment	31.4%	30.6%	29.6%	30.5%	32.2%
Authenticity	17.9%	18.8%	17.5%	22.6%	21.1%
Gastronomy	21.4%	24.7%	22.7%	24.8%	20.4%
Fun possibilities	12.8%	18.5%	21.1%	20.0%	15.8%
Exoticism	10.2%	9.7%	6.2%	10.2%	10.3%
Hiking trail network	8.6%	8.2%	8.0%	9.3%	8.8%
Shopping	5.6%	7.4%	4.6%	7.8%	6.8%
Historical heritage	6.5%	6.7%	5.2%	7.1%	6.6%
Culture	5.6%	5.7%	7.1%	7.4%	6.6%
Nightlife	4.7%	5.6%	4.1%	5.2%	4.3%

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?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.3%	0.5%	0.4%	0.4%	0.4%
Between 1 and 30 days	16.2%	29.6%	23.4%	21.8%	24.3%
Between 1 and 2 months	22.7%	29.2%	29.2%	25.5%	25.4%
Between 3 and 6 months	40.6%	28.5%	36.7%	35.3%	34.9%
More than 6 months	20.1%	12.2%	10.2%	16.9%	15.0%



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

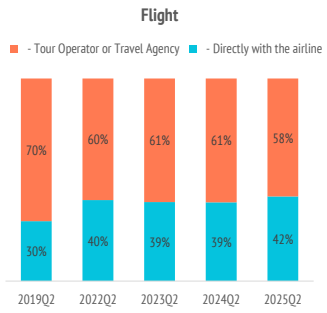
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	51.8%	42.5%	37.3%	42.9%	42.9%
Friends or relatives	22.0%	24.2%	20.0%	23.4%	24.2%
Internet or social media	56.2%	55.9%	52.4%	51.0%	54.7%
Mass Media	1.6%	1.8%	1.6%	1.2%	2.6%
Travel guides and magazines	9.8%	6.6%	5.5%	4.7%	4.6%
Travel Blogs or Forums	5.8%	5.5%	6.6%	6.2%	4.7%
Travel TV Channels	0.8%	0.9%	0.9%	0.9%	0.5%
Tour Operator or Travel Agency	30.4%	23.2%	21.9%	24.3%	22.6%
Public administrations or similar	0.3%	0.6%	0.3%	0.9%	0.7%
Others	1.3%	1.8%	2.7%	3.3%	2.4%

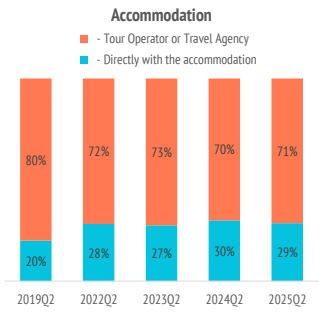
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Second Quarter

With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	29.5%	40.0%	39.0%	38.9%	41.8%
- Tour Operator or Travel Agency	70.5%	60.0%	61.0%	61.1%	58.2%
Accommodation					
- Directly with the accommodation	20.0%	28.2%	27.5%	30.0%	28.6%
- Tour Operator or Travel Agency	80.0%	71.8%	72.5%	70.0%	71.4%





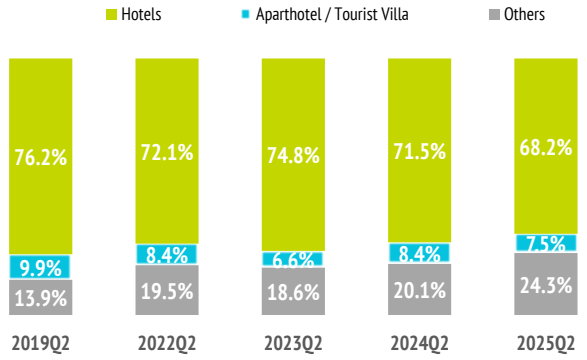
Where are they from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
United Kingdom	27.1%	27.1%	30.2%	31.5%	31.0%
Germany	35.6%	32.5%	32.9%	30.3%	28.8%
Spanish Mainland	9.5%	8.2%	8.4%	8.8%	8.9%
Italy	4.4%	6.6%	5.6%	6.2%	6.4%
France	6.6%	6.1%	5.7%	6.1%	5.5%
Poland	3.9%	5.5%	3.4%	2.6%	4.7%
Netherlands	2.3%	2.6%	2.6%	2.8%	3.1%
Ireland	1.9%	1.7%	2.9%	2.5%	2.8%
Others	0.3%	0.2%	0.4%	1.1%	1.4%
Belgium	0.9%	0.8%	0.9%	0.9%	1.3%
Others	7.4%	8.9%	7.2%	7.1%	6.2%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	17.5%	13.8%	13.1%	11.5%	13.7%
4* Hotel	53.3%	54.5%	57.7%	54.3%	51.7%
5* Hotel / 5* Luxury Hotel	5.3%	3.8%	4.1%	5.7%	2.9%
Aparthotel / Tourist Villa	9.9%	8.4%	6.6%	8.4%	7.5%
House/room rented in a private dwelling	3.7%	4.9%	8.1%	14.1%	15.0%
Private accommodation (1)	6.2%	6.7%	6.1%	4.3%	7.4%
Others (Cottage, cruise, camping,..)	4.0%	7.9%	4.4%	1.7%	1.9%

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

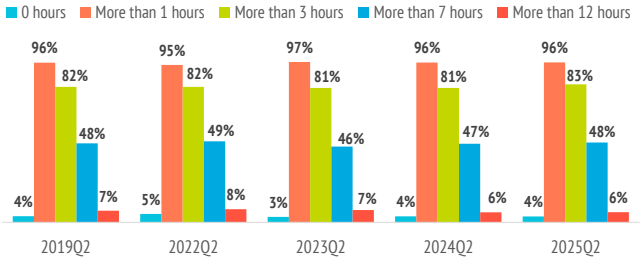


What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	10.4%	16.2%	18.6%	19.5%	23.4%
Bed and Breakfast	3.9%	5.8%	8.1%	6.5%	6.5%
Half board	20.5%	14.4%	16.9%	17.4%	14.3%
Full board	6.4%	6.9%	3.7%	4.1%	5.1%
All inclusive	58.8%	56.7%	52.8%	52.5%	50.8%

Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	3.6%	5.0%	3.3%	3.6%	3.5%
1 - 2 hours	14.6%	13.3%	15.6%	15.3%	13.3%
3 - 6 hours	34.1%	32.8%	35.4%	33.7%	35.1%
7 - 12 hours	40.7%	40.9%	38.3%	41.4%	42.0%
More than 12 hours	7.0%	7.9%	7.4%	6.1%	6.1%
Outdoor time per day	6.7	6.8	6.6	6.7	6.7



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	811.0%	80.2%	76.1%	79.6%	80.8%
Walk, wander	61.6%	61.2%	60.3%	65.7%	69.8%
Swimming pool, hotel facilities	57.5%	59.4%	53.8%	59.4%	55.8%
Explore the island on their own	42.2%	46.4%	40.3%	44.9%	47.6%
Taste Canarian gastronomy	20.4%	19.7%	18.5%	21.1%	23.4%
Hiking	--	15.3%	12.0%	14.6%	17.3%
Organized excursions	13.7%	12.9%	13.1%	14.2%	12.7%
Wineries / markets / popular festivals	7.5%	7.5%	6.4%	7.7%	10.4%
Sea excursions / whale watching	7.4%	9.9%	9.8%	9.9%	9.1%
Nightlife / concerts / shows	9.0%	8.8%	10.7%	9.0%	8.8%
Swim	--	7.3%	6.3%	6.8%	7.7%
Other Nature Activities	--	5.8%	6.6%	8.2%	6.8%
Surf	--	5.1%	5.3%	4.5%	6.4%
Theme parks	8.5%	7.5%	5.1%	5.8%	6.3%
Museums / exhibitions	5.2%	4.4%	4.5%	4.8%	6.0%
Practice other sports	--	5.3%	3.9%	5.3%	5.3%
Running	--	4.4%	3.2%	4.1%	5.3%
Beauty and health treatments	5.5%	4.2%	4.9%	4.5%	4.3%
Astronomical observation	2.9%	3.1%	2.5%	3.1%	3.8%
Cycling / Mountain bike	--	2.6%	2.1%	2.2%	3.1%
Scuba Diving	--	2.0%	2.5%	1.6%	2.1%
Windsurf / Kitesurf	--	2.6%	2.1%	2.3%	1.4%
Golf	--	2.3%	2.6%	2.3%	1.4%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Second Quarter

What places do they visit?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Cotillo	39.5%	38.7%	36.1%	38.9%	38.1%
Corralejo Dunes and Isle of Lobos	29.2%	35.5%	26.5%	30.9%	34.2%
Jandía Beach	24.1%	25.0%	22.7%	26.1%	27.2%
Betancuria	21.4%	21.5%	17.9%	20.3%	22.2%
La Casa de los Coroneles	17.4%	14.8%	12.7%	17.8%	18.2%
Cofete	16.2%	15.8%	12.2%	14.8%	15.2%
Sicasumbre Viewpoint	7.4%	5.8%	6.8%	7.9%	8.2%
Betancuria Viewpoint	7.7%	6.8%	6.1%	5.7%	7.7%
Museums	5.5%	5.7%	4.3%	6.8%	7.3%
Aloe Vera Museum	5.1%	4.5%	3.7%	4.3%	5.0%
Montaña Sagrada de Tindaya	4.4%	2.4%	2.7%	3.7%	3.6%

¿Cuántos son fieles al destino?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Fuerteventura: Repeat tourists	64.4%	55.0%	50.8%	60.5%	60.3%
Fuerteventura: At least 10 previous vis	7.9%	8.6%	8.4%	6.8%	7.7%
Canary Islands: Repeat tourists	73.1%	64.3%	60.0%	68.7%	69.3%
Canary Islands: At least 10 previous visits	16.1%	15.7%	16.9%	17.0%	18.5%

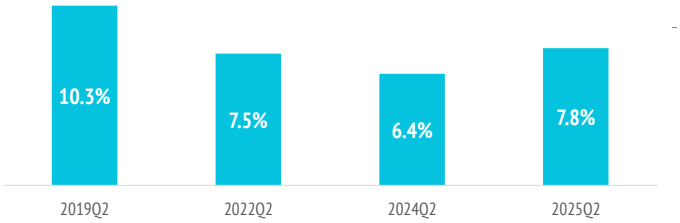
Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	51.2%	47.1%	45.0%	47.0%	45.8%
Women	48.8%	52.9%	55.0%	53.0%	54.2%
Age					
Average age	48.37	47.16	43.99	47.07	47.95
Standard deviation	14.8	16.1	16.5	17.1	17.3
Age range					
16 - 24 years old	5.7%	8.0%	11.4%	9.8%	8.9%
25 - 30 years old	8.6%	11.9%	16.0%	12.6%	11.9%
31 - 45 years old	28.7%	27.7%	28.4%	26.2%	27.4%
46 - 60 years old	34.3%	29.0%	24.9%	25.0%	21.5%
Over 60 years old	22.8%	23.4%	19.3%	26.3%	30.2%
Occupation					
Salaried worker	57.8%	58.0%	58.5%	58.7%	54.2%
Self-employed	11.7%	9.0%	11.8%	9.1%	10.1%
Unemployed	0.7%	0.7%	0.6%	0.6%	0.8%
Business owner	9.2%	7.0%	7.2%	6.9%	6.4%
Student	2.5%	3.6%	4.4%	3.2%	3.4%
Retired	16.6%	20.1%	15.9%	20.3%	23.3%
Unpaid domestic work	0.5%	0.7%	0.6%	0.2%	0.7%
Others	1.0%	1.0%	1.0%	1.0%	1.1%
Annual household income level					
Less than €25,000	15.1%	19.5%	12.1%	13.0%	13.7%
€25,000 - €49,999	40.3%	38.1%	36.0%	37.6%	39.5%
€50,000 - €74,999	22.0%	21.0%	26.3%	23.1%	23.9%
More than €74,999	22.5%	21.4%	25.6%	26.3%	22.9%
Education level					
No studies	3.8%	3.5%	2.3%	2.4%	3.7%
Primary education	3.8%	2.4%	1.2%	2.4%	3.1%
Secondary education	23.6%	22.8%	20.7%	27.0%	22.9%
Higher education	68.9%	71.2%	75.7%	68.2%	70.3%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	89.7%	92.5%	91.7%	93.6%	92.2%
Two islands	9.3%	6.2%	7.6%	5.7%	7.0%
Three or more islands	1.0%	1.3%	0.7%	0.7%	0.9%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.69	8.83	8.86	8.71	8.69

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	2.0%	2.9%	2.8%	2.3%	2.1%
Lived up to expectations	59.6%	53.8%	51.5%	53.1%	59.0%
Better or much better than expected	38.4%	43.4%	45.7%	44.6%	38.9%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.78	8.74	8.87	8.77	8.67
Recommend visiting the Canary Islands	8.94	8.98	9.04	8.93	8.85

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	8.9%	9.3%	10.0%	12.2%	11.1%
Only with partner	50.3%	48.1%	54.0%	51.2%	50.4%
Only with children (< 13 years old)	6.2%	7.5%	3.8%	3.7%	3.5%
Partner + children (< 13 years old)	6.8%	6.2%	5.8%	6.5%	5.1%
Other relatives	7.6%	7.4%	7.8%	7.9%	8.7%
Friends	5.6%	8.3%	8.1%	6.4%	8.7%
Work colleagues	0.2%	0.0%	0.3%	0.4%	0.2%
Organized trip	0.2%	0.5%	0.3%	0.2%	0.7%
Other combinations (2)	14.2%	12.8%	10.0%	11.5%	11.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.7%**	**18.6%**	**12.8%**	**15.1%**	**13.5%**
- Between 0 and 2 years old	1.6%	1.9%	2.4%	1.4%	1.9%
- Between 3 and 12 years old	16.2%	15.8%	9.2%	12.4%	10.6%
- Between 0 -2 and 3-12 years old	0.9%	0.9%	1.1%	1.3%	1.0%
Tourists without children	**81.3%**	**81.4%**	**87.2%**	**84.9%**	**86.5%**
Group composition:					
- 1 person	11.5%	10.6%	12.2%	14.2%	14.1%
- 2 people	56.6%	58.5%	66.0%	60.8%	61.5%
- 3 people	12.3%	13.2%	10.2%	10.0%	10.1%
- 4 or 5 people	17.2%	14.2%	9.7%	11.9%	11.7%
- 6 or more people	2.3%	3.5%	2.0%	3.1%	2.6%
Average group size:	**2.52**	**2.52**	**2.28**	**2.39**	**2.36**

**People who share the main expenses of the trip*

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.