

Tourist profile. Historical data (2019 - 2025)

FUERTEVENTURA: Third Quarter



How many are they and how much do they spend?



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	492	578	569	612	695
Tourist arrivals ≥ 16 years old (EGT) (*)	416	492	473	510	586
- % tourists who book holiday package	75.5%	64.5%	62.5%	62.7%	61.9%
Children < 16 years old (FRONTUR - EGT) (*)	76	87	96	102	108
Expenditure per tourist (€)	1,388	1,475	1,596	1,582	1,494
- book holiday package	1,453	1,563	1,717	1,758	1,679
- holiday package	1,283	1,369	1,528	1,556	1,501
- others	170	194	189	203	178
- do not book holiday package	1,188	1,315	1,394	1,285	1,192
- flight	346	363	420	384	352
- accommodation	433	556	549	481	404
- others	409	396	425	420	435
Average lenght of stay	9.7	9.6	9.4	9.7	9.1
- Median	8.8	8.3	8.0	8.3	8.0
Average daily expenditure (€)	153.39	166.27	185.40	182.28	181.47
- Median	134.56	149.12	170.70	159.53	167.10
Average daily expenditure (without flight)	105.77	117.55	127.09	121.27	124.60
- Median	94.05	109.82	117.23	114.79	116.88
Average cost of the flight (€)	430.10	425.31	498.56	527.95	470.03
Total turnover (≥ 16 years old) (€m)	577	725	755	807	876
Turnover without flight (≥ 16 years old) (€m)	398	516	519	538	600

(*) Thousands of tourists

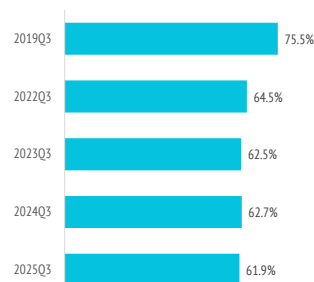
% Tourists whose spending has been greater than €0 in each item

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	92.5%	91.9%	90.1%	89.8%	86.3%
- Additional accommodation expenses	6.5%	8.1%	8.3%	5.4%	7.5%
Transport:					
- National/International Transport	98.7%	98.5%	97.2%	97.3%	96.8%
- Flights between islands	4.7%	7.6%	6.5%	6.4%	8.1%
- Taxi	57.7%	57.9%	60.8%	54.7%	53.4%
- Car rental	25.2%	29.3%	31.9%	32.2%	31.0%
- Public transport	4.2%	6.4%	4.8%	6.5%	6.2%
Food and drink:					
- Food purchases at supermarkets	39.0%	52.2%	57.1%	57.8%	54.9%
- Restaurants	38.2%	49.6%	46.1%	46.8%	47.0%
Leisure:					
- Organized excursions	19.2%	25.7%	27.2%	24.8%	22.3%
- Sport activities	8.2%	10.6%	9.8%	9.7%	9.5%
- Cultural activities	1.1%	0.8%	1.9%	1.0%	1.3%
- Museums	2.1%	2.5%	2.8%	2.3%	2.4%
- Theme Parks	4.3%	5.5%	7.6%	6.1%	7.0%
- Discos and pubs	5.7%	7.3%	6.3%	7.8%	7.9%
- Wellness	4.3%	6.1%	4.9%	3.5%	2.5%
Purchases of goods:					
- Souvenirs	38.4%	42.2%	42.3%	45.9%	42.1%
- Other expenses	0.7%	0.8%	1.2%	0.9%	1.0%
Other:					
- Medical or pharmaceutical expenses	5.6%	8.6%	9.6%	6.6%	7.1%
- Other expenses	6.6%	5.9%	8.4%	7.2%	4.7%

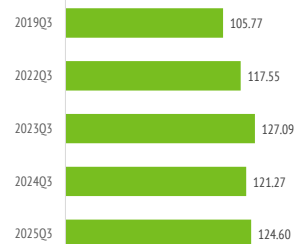
Source: Tourist Expenditure Survey (EGT, ISTAC).

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

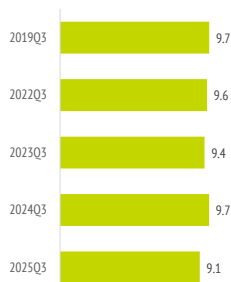
% tourists who book holiday package



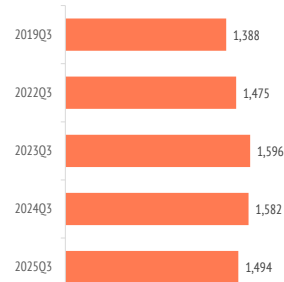
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	872	941	975	924	942
- Additional accommodation expenses	728	795	846	792	794
Transport:					
- National/International Transport	144	146	128	133	147
- Flights between islands	749	768	826	856	801
- Taxi	436	432	513	543	486
- Car rental	80	77	81	64	58
- Public transport	88	94	98	105	115
- Food and drink:	130	146	119	125	122
- Food purchases at supermarkets	14	19	15	19	20
- Restaurants	273	222	253	259	266
- Leisure:	117	91	94	106	117
- Organized excursions	155	132	158	154	149
- Sport activities	523	515	526	537	501
- Cultural activities	90	100	101	112	101
- Museums	121	110	108	107	94
- Theme Parks	56	78	92	73	65
- Discos and pubs	29	28	33	26	32
- Wellness	79	68	54	68	65
- Purchases of goods:	84	68	76	88	93
- Souvenirs	63	63	64	64	50
- Other expenses	408	513	234	184	244
- Medical or pharmaceutical expenses	86	66	62	83	80
- Other expenses	323	447	173	101	163
Other:					
- Medical or pharmaceutical expenses	121	99	136	124	122
- Other expenses	33	44	45	31	21
- Other expenses	88	54	91	93	101

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What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	95.1%	96.2%	94.2%	95.2%	92.8%
Visiting family or friends	3.2%	2.7%	3.7%	4.1%	5.6%
Business and work	0.7%	0.5%	1.2%	0.5%	0.8%
Education and training	0.0%	0.0%	0.0%	0.0%	0.2%
Sports training	0.7%	0.3%	0.4%	0.1%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.2%	0.0%	0.0%	0.1%	0.0%
Others	0.2%	0.2%	0.6%	0.1%	0.4%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	61.1%	54.2%	50.4%	51.6%	51.9%
Enjoy family time	14.9%	15.2%	18.6%	18.5%	18.4%
Have fun	5.4%	10.8%	11.9%	10.8%	9.9%
Explore the destination	14.8%	15.8%	16.5%	15.8%	16.8%
Practice their hobbies	2.8%	3.0%	2.0%	2.5%	2.1%
Other reasons	1.0%	1.0%	0.6%	0.8%	0.9%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	32.5%	15.4%	13.8%	11.8%
Canary Islands	--	17.1%	25.2%	24.9%	24.8%
Other destination	--	50.4%	59.3%	61.3%	63.3%
- Balearic Islands	--	4.4%	6.0%	5.8%	6.8%
- Rest of Spain	--	8.4%	8.8%	9.4%	11.2%
- Italy	--	7.5%	7.1%	7.2%	6.5%
- France	--	3.7%	4.8%	4.1%	3.6%
- Turkey	--	2.3%	4.9%	4.2%	4.8%
- Greece	--	7.0%	8.7%	8.4%	9.1%
- Portugal	--	2.7%	3.6%	3.4%	2.8%
- Croatia	--	3.2%	2.5%	2.1%	2.3%
- Egypt	--	1.0%	1.5%	2.2%	2.5%
- Tunisia	--	0.1%	0.3%	0.9%	1.2%
- Morocco	--	0.6%	0.6%	1.0%	1.5%
- Others	--	9.5%	10.3%	12.4%	11.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
None (I was clear about "this Canary Island")	--	15.8%	20.3%	19.3%	16.7%
Canary Islands (other island)	--	21.3%	22.3%	20.9%	23.0%
Other destination	--	62.9%	57.4%	59.9%	60.3%
- Balearic Islands	--	10.8%	9.3%	8.8%	9.1%
- Rest of Spain	--	9.3%	8.5%	9.1%	10.3%
- Italy	--	6.1%	6.3%	6.5%	6.7%
- France	--	2.1%	1.6%	2.1%	1.8%
- Turkey	--	4.7%	5.4%	4.5%	4.0%
- Greece	--	14.0%	13.0%	13.6%	13.2%
- Portugal	--	6.8%	5.8%	7.5%	7.2%
- Croatia	--	3.9%	4.0%	4.2%	3.8%
- Egypt	--	2.5%	1.9%	1.9%	2.5%
- Others	--	2.8%	1.7%	1.7%	1.7%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	70.9%	65.6%	70.2%	67.9%	63.4%
Sea	63.7%	61.1%	59.4%	57.8%	58.1%
Beaches	63.8%	58.3%	58.2%	59.3%	57.2%
Safety	58.1%	54.7%	57.7%	59.0%	55.7%
Tranquility	56.8%	49.6%	52.7%	50.3%	50.2%
Accommodation supply	47.6%	44.1%	46.8%	43.1%	42.3%
Price	37.9%	39.5%	42.2%	41.4%	42.0%
Effortless trip	38.7%	39.3%	41.2%	40.7%	38.1%
European belonging	41.4%	31.4%	35.4%	32.0%	32.4%
Environment	29.0%	27.8%	29.1%	28.3%	30.8%
Landscapes	28.0%	27.2%	29.7%	28.3%	30.2%
Authenticity	23.4%	22.2%	22.0%	21.7%	27.3%
Fun possibilities	22.3%	27.1%	24.3%	24.6%	25.2%
Gastronomy	22.7%	23.4%	22.9%	26.4%	24.1%
Exoticism	12.4%	13.0%	11.9%	11.6%	13.9%
Shopping	9.9%	8.9%	8.3%	10.5%	10.3%
Culture	7.3%	6.5%	6.4%	6.8%	9.2%
Historical heritage	7.9%	6.1%	6.0%	7.1%	7.3%
Nightlife	5.5%	6.0%	5.6%	6.5%	7.1%
Hiking trail network	5.5%	3.9%	5.8%	6.0%	5.7%

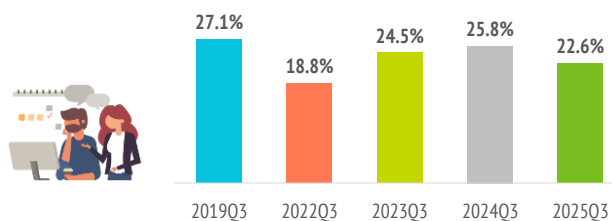
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
The same day	0.4%	1.0%	0.5%	0.7%	0.8%
Between 1 and 30 days	20.3%	21.6%	17.8%	19.9%	25.0%
Between 1 and 2 months	17.7%	22.1%	19.5%	18.1%	21.3%
Between 3 and 6 months	34.5%	36.6%	37.7%	35.4%	30.3%
More than 6 months	27.1%	18.8%	24.5%	25.8%	22.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	44.0%	40.0%	32.0%	40.6%	37.3%
Friends or relatives	23.6%	25.3%	19.8%	24.0%	24.4%
Internet or social media	53.7%	61.1%	53.5%	55.8%	57.3%
Mass Media	1.7%	2.5%	1.8%	1.2%	1.6%
Travel guides and magazines	8.1%	6.5%	5.1%	4.1%	4.8%
Travel Blogs or Forums	5.7%	7.7%	5.4%	6.2%	5.6%
Travel TV Channels	0.8%	1.0%	0.5%	0.8%	0.7%
Tour Operator or Travel Agency	32.8%	27.5%	37.4%	28.8%	22.7%
Public administrations or similar	0.3%	1.2%	0.4%	0.4%	0.2%
Others	2.1%	2.4%	1.6%	2.1%	3.1%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	26.8%	33.4%	35.6%	37.2%	38.6%
- Tour Operator or Travel Agency	73.2%	66.6%	64.4%	62.8%	61.4%
Accommodation					
- Directly with the accommodation	18.7%	24.1%	22.5%	27.1%	26.8%
- Tour Operator or Travel Agency	81.3%	75.9%	77.5%	72.9%	73.2%

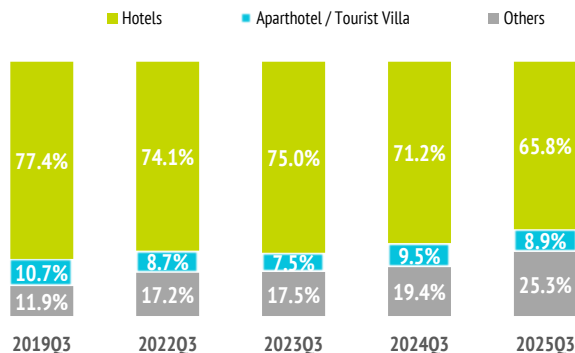
Where are they from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
United Kingdom	23.5%	28.3%	30.7%	30.6%	29.7%
Germany	33.9%	31.6%	28.9%	29.0%	25.7%
Spanish Mainland	13.1%	10.4%	10.7%	10.2%	12.0%
Italy	6.1%	7.0%	5.5%	6.5%	6.6%
France	6.1%	6.7%	6.4%	5.3%	5.3%
Poland	3.8%	4.5%	4.2%	4.4%	4.7%
Netherlands	2.3%	2.9%	2.5%	2.3%	2.6%
Ireland	1.7%	1.7%	2.8%	2.6%	2.6%
Czech Republic	2.1%	1.1%	1.7%	1.9%	1.6%
Switzerland	1.9%	1.3%	1.7%	1.4%	1.3%
Others	5.7%	4.5%	4.9%	5.9%	7.9%

Where do they stay?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	17.0%	16.3%	14.9%	12.3%	11.5%
4* Hotel	55.1%	53.2%	55.8%	55.2%	52.0%
5* Hotel / 5* Luxury Hotel	5.3%	4.7%	4.3%	3.7%	2.2%
Aparthotel / Tourist Villa	10.7%	8.7%	7.5%	9.5%	8.9%
House/room rented in a private dwelling	2.9%	5.9%	8.4%	12.6%	14.4%
Private accommodation (1)	6.0%	5.1%	6.2%	5.7%	9.1%
Others (Cottage, cruise, camping,...)	3.0%	6.2%	3.0%	1.1%	1.9%

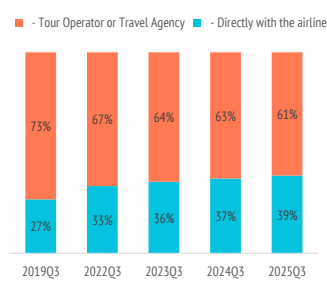
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



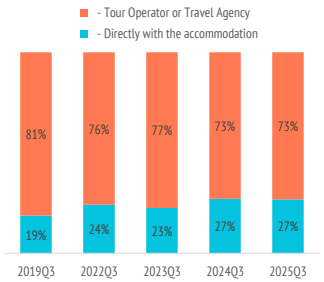
What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	10.8%	13.3%	15.8%	19.1%	21.8%
Bed and Breakfast	3.7%	4.8%	5.3%	4.4%	5.1%
Half board	15.4%	15.2%	11.3%	13.0%	13.1%
Full board	6.1%	4.4%	3.9%	3.6%	3.5%
All inclusive	64.0%	62.3%	63.7%	60.0%	56.5%

Flight

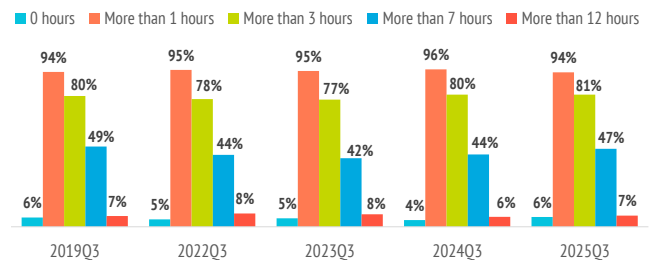


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	5.7%	4.5%	5.1%	4.1%	5.9%
1 - 2 hours	14.7%	17.8%	17.4%	15.4%	13.6%
3 - 6 hours	30.8%	34.0%	35.7%	36.4%	33.0%
7 - 12 hours	42.3%	35.7%	34.1%	38.0%	40.7%
More than 12 hours	6.6%	8.1%	7.6%	6.0%	6.8%
Outdoor time per day	6.6	6.5	6.2	6.4	6.6



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Beach	80.9%	87.7%	81.5%	85.5%	82.9%
Walk, wander	50.8%	61.9%	58.6%	65.0%	62.3%
Swimming pool, hotel facilities	59.5%	65.9%	63.9%	65.8%	61.5%
Explore the island on their own	37.7%	46.3%	41.9%	47.5%	46.8%
Taste Canarian gastronomy	18.8%	21.7%	20.3%	21.4%	20.8%
Organized excursions	20.3%	22.9%	19.2%	19.5%	18.1%
Sea excursions / whale watching	10.4%	17.9%	14.4%	14.5%	14.1%
Hiking	--	14.0%	11.4%	12.6%	13.6%
Nightlife / concerts / shows	9.3%	13.2%	10.3%	13.4%	12.8%
Theme parks	11.1%	9.6%	9.4%	9.5%	10.1%
Wineries / markets / popular festivals	8.5%	8.4%	6.9%	8.4%	9.4%
Swim	--	8.8%	7.7%	9.4%	8.6%
Museums / exhibitions	6.0%	5.3%	5.6%	6.2%	8.5%
Other Nature Activities	--	8.0%	6.1%	7.5%	8.2%
Surf	--	6.8%	4.1%	5.7%	7.2%
Running	--	6.0%	4.6%	7.3%	6.2%
Scuba Diving	--	5.2%	4.1%	3.9%	5.6%
Practice other sports	--	7.7%	6.3%	7.7%	5.6%
Astronomical observation	2.8%	4.5%	3.8%	4.3%	4.3%
Beauty and health treatments	5.0%	6.2%	5.0%	5.7%	3.3%
Cycling / Mountain bike	--	3.5%	1.6%	2.3%	2.8%
Golf	--	1.9%	2.8%	3.5%	2.6%
Windsurf / Kitesurf	--	2.8%	2.9%	2.1%	2.3%

* Multi-choice question

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What places do they visit?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Jandía Beach	40.3%	40.9%	38.4%	39.8%	34.6%
Corralejo Dunes and Isle of Lobos	29.6%	34.6%	30.3%	33.6%	33.3%
Cotillo	22.6%	25.6%	19.5%	21.4%	24.2%
Betancuria	18.7%	19.8%	16.1%	17.7%	17.8%
Betancuria Viewpoint	14.1%	16.0%	12.5%	14.9%	14.2%
Cofete	16.1%	16.5%	12.2%	14.7%	14.1%
Aloe Vera Museum	9.6%	7.6%	6.3%	6.7%	7.3%
Montaña Sagrada de Tindaya	7.3%	7.2%	5.5%	5.4%	6.6%
Sicasumbre Viewpoint	5.2%	6.4%	3.8%	4.8%	6.6%
Museums	4.9%	4.3%	5.3%	4.9%	6.5%
La Casa de los Coroneles	3.4%	2.4%	2.9%	2.9%	2.2%

¿Cuántos son fieles al destino?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Fuerteventura: Repeat tourists	55.1%	56.3%	58.2%	51.7%	53.0%
Fuerteventura: At least 10 previous vis	5.8%	6.3%	4.3%	6.0%	6.6%
Canary Islands: Repeat tourists	64.3%	62.7%	79.3%	62.3%	60.1%
Canary Islands: At least 10 previous visits	12.4%	11.8%	12.0%	12.7%	13.7%

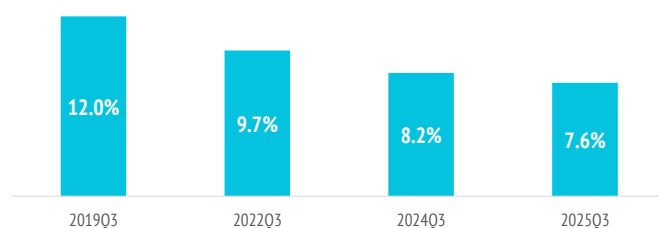
Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	47.3%	51.6%	44.5%	46.9%	48.3%
Women	52.7%	48.4%	55.5%	53.1%	51.7%
Age					
Average age	43.98	41.32	41.05	42.03	41.53
Standard deviation	13.5	15.0	14.4	15.6	15.9
Age range					
16 - 24 years old	8.5%	14.9%	16.4%	17.5%	19.1%
25 - 30 years old	11.1%	15.0%	12.6%	10.9%	10.4%
31 - 45 years old	33.2%	32.2%	34.3%	32.7%	33.6%
46 - 60 years old	35.9%	25.6%	26.4%	24.8%	22.9%
Over 60 years old	11.3%	12.4%	10.3%	14.1%	14.1%
Occupation					
Salaried worker	62.2%	65.2%	67.8%	65.5%	60.4%
Self-employed	11.6%	9.6%	10.1%	10.5%	10.2%
Unemployed	1.2%	0.5%	1.0%	1.1%	0.9%
Business owner	10.0%	9.6%	9.3%	7.2%	8.2%
Student	5.0%	6.6%	5.2%	5.6%	7.7%
Retired	8.6%	7.6%	5.9%	8.8%	11.1%
Unpaid domestic work	1.2%	0.8%	0.1%	0.6%	1.0%
Others	0.2%	0.1%	0.4%	0.8%	0.6%
Annual household income level					
Less than €25,000	18.1%	14.4%	10.8%	14.0%	15.4%
€25,000 - €49,999	39.3%	34.0%	33.0%	35.6%	37.3%
€50,000 - €74,999	22.0%	28.1%	26.4%	24.5%	24.4%
More than €74,999	20.7%	23.4%	29.8%	25.9%	23.0%
Education level					
No studies	4.1%	3.9%	3.8%	3.5%	3.1%
Primary education	3.1%	1.2%	1.3%	1.2%	2.9%
Secondary education	24.3%	17.6%	23.1%	23.0%	21.5%
Higher education	68.5%	77.3%	71.8%	72.2%	72.5%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	88.0%	90.3%	91.4%	91.8%	92.4%
Two islands	10.6%	8.7%	7.9%	7.4%	6.8%
Three or more islands	1.3%	1.0%	0.6%	0.8%	0.7%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.62	8.69	8.59	8.62	8.59

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	3.3%	4.5%	3.2%	4.9%	4.0%
Lived up to expectations	53.9%	58.0%	55.4%	57.7%	54.8%
Better or much better than expected	42.8%	37.5%	41.4%	37.5%	41.2%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.39	8.42	8.47	8.49	8.47
Recommend visiting the Canary Islands	8.78	8.81	8.77	8.76	8.77

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	9.5%	6.1%	6.7%	8.5%	10.8%
Only with partner	38.4%	40.3%	37.2%	39.3%	32.8%
Only with children (< 13 years old)	8.7%	8.7%	6.1%	8.2%	8.0%
Partner + children (< 13 years old)	9.3%	9.0%	13.1%	8.8%	10.0%
Other relatives	9.7%	11.2%	15.1%	10.7%	12.1%
Friends	3.9%	6.6%	5.1%	5.8%	6.5%
Work colleagues	0.2%	0.1%	0.4%	0.2%	0.5%
Organized trip	0.3%	0.0%	0.1%	0.0%	0.3%
Other combinations (2)	20.0%	18.1%	16.2%	18.5%	19.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	25.0%	25.6%	29.1%	24.3%	25.0%
- Between 0 and 2 years old	1.1%	1.5%	0.8%	1.2%	1.1%
- Between 3 and 12 years old	22.3%	22.9%	26.4%	22.2%	22.5%
- Between 0 -2 and 3-12 years old	1.6%	1.3%	2.0%	0.9%	1.5%
Tourists without children	75.0%	74.4%	70.9%	75.7%	75.0%
Group composition:					
- 1 person	12.2%	7.9%	7.8%	11.6%	12.3%
- 2 people	45.9%	49.2%	45.4%	47.4%	44.6%
- 3 people	16.9%	16.3%	18.2%	16.3%	15.8%
- 4 or 5 people	21.2%	20.6%	23.9%	20.4%	22.1%
- 6 or more people	3.7%	5.9%	4.7%	4.3%	5.1%
Average group size:	2.71	2.84	2.89	2.77	2.81

*People who share the main expenses of the trip

Source: Tourist Expenditure Survey (EGT, ISTAC).

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