

Tourist profile by municipality

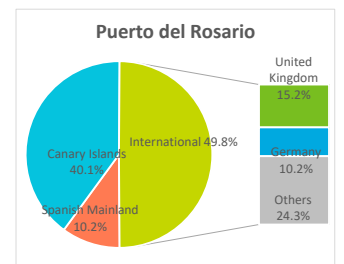
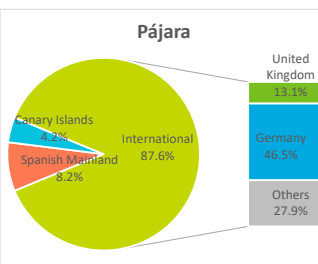
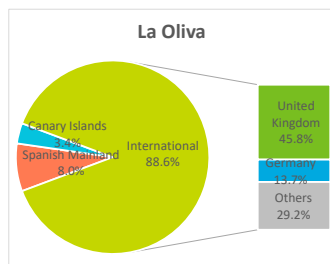
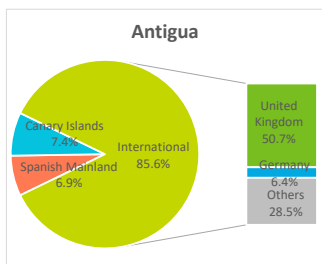
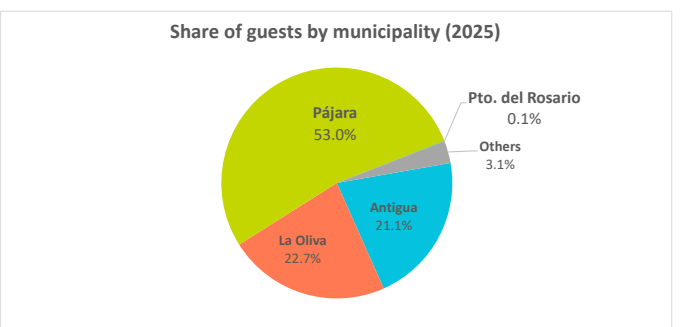
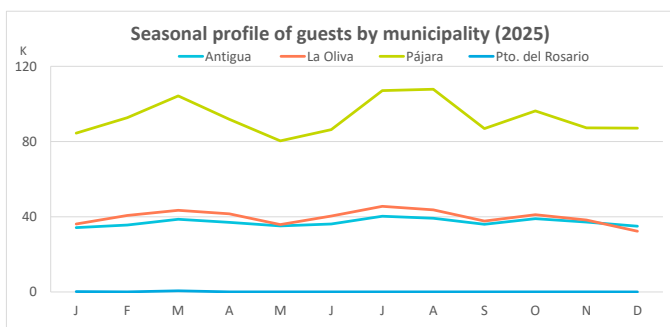
Fuerteventura (2025)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Fuerteventura	Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	379,416	422,280	973,935	588	63,767	1,839,986	1,639,414	200,572
- United Kingdom	224,826	218,053	145,979	180	4,213	593,251	505,798	87,453
- Germany	28,318	65,129	517,064	121	16,360	626,992	571,939	55,053
Spanish Mainland	30,769	38,071	91,331	120	40	160,331	138,049	22,282
Canary Islands	33,018	16,249	47,157	473	1,349	98,246	72,034	26,212
Total	443,203	476,600	1,112,423	1,181	65,156	2,098,563	1,849,497	249,066

Place of residence:	Municipality of stay (%)					Fuerteventura	Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	85.6%	88.6%	87.6%	49.8%	97.9%	87.7%	88.6%	80.5%
- United Kingdom	50.7%	45.8%	13.1%	15.2%	6.5%	28.3%	27.3%	35.1%
- Germany	6.4%	13.7%	46.5%	10.2%	25.1%	29.9%	30.9%	22.1%
Spanish Mainland	6.9%	8.0%	8.2%	10.2%	0.1%	7.6%	7.5%	8.9%
Canary Islands	7.4%	3.4%	4.2%	40.1%	2.1%	4.7%	3.9%	10.5%
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	2,850,604	3,314,326	8,040,588	5,479	489,949	14,700,946	12,863,328	1,837,618
- United Kingdom	1,752,697	1,701,903	1,055,135	882	26,956	4,537,573	3,751,816	785,757
- Germany	206,942	559,236	4,745,659	908	150,361	5,663,106	5,079,503	583,603
Spanish Mainland	138,806	187,827	586,919	2,816	83	916,451	777,431	139,020
Canary Islands	122,194	61,165	210,051	5,895	5,691	404,996	284,026	120,970
Total	3,111,604	3,563,318	8,837,558	14,190	495,723	16,022,393	13,924,785	2,097,608
Length of stay								
International	7.5	7.8	8.3	9.3	--	8.0	7.8	9.2
- United Kingdom	7.8	7.8	7.2	4.9	--	7.6	7.4	9.0
- Germany	7.3	8.6	9.2	7.5	--	9.0	8.9	10.6
Spanish Mainland	4.5	4.9	6.4	23.5	--	5.7	5.6	6.2
Canary Islands	3.7	3.8	4.5	12.5	--	4.1	3.9	4.6
Total	7.0	7.5	7.9	12.0	--	7.6	--	--
ADR (€)	88.3	111.9	123.6	49.5	--	113.9	120.3	70.1
RevPar (€)	71.4	95.0	101.4	19.1	--	94.0	100.4	53.8
Total Revenue (€ million)	123.7	180.7	558.4	0.4	--	886.4	816.7	69.7
Bed-space occupancy rate (%)	74.0	75.0	72.2	38.1	--	73.6	76.5	58.5
Occupancy rate per room/apart. (%)	80.9	84.9	82.1	38.6	--	82.6	83.5	76.8
Tourist population ⁽¹⁾	8,525	9,763	24,212	39	1,358	43,897	--	--
Employment	1,896	2,383	6,832	8	451	11,570	10,783	787

⁽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

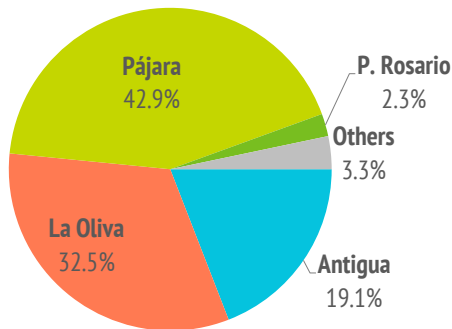
Fuerteventura (2025)

How many are they and how much do they spend?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (≥ 16 years old)	456,340	775,313	1,024,270	53,993	2,388,592
Average daily expenditure (€)	165.62	158.85	176.79	119.54	166.72
Average length of stay	8.80	9.22	9.26	10.44	9.23
Turnover per tourist (€)	1,278	1,306	1,524	940	1,390
Total turnover (≥ 16 years old)(€m)	583	1,013	1,561	50.8	3,321
Share of total turnover	17.6%	30.5%	47.0%	1.5%	100%
Share of total tourists	19.1%	32.5%	42.9%	2.3%	100%

Share of tourists by municipality (2025)



What is the main motivation for their holidays?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	58.9%	52.4%	62.5%	34.6%	57.1%
Explore the destination	16.4%	17.0%	18.4%	28.4%	17.9%
Other reasons	24.7%	30.6%	19.1%	37.0%	25.0%

How far in advance do they book their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	22.8%	24.3%	28.6%	31.9%	26.0%
Between 1 and 2 months	24.5%	25.6%	23.3%	28.1%	24.3%
More than 3 months	52.7%	50.1%	48.2%	40.0%	49.7%

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	47.4%	50.8%	41.5%	34.9%	45.4%
Friends or relatives	28.3%	25.8%	16.7%	50.2%	22.9%
Internet or social media	52.7%	55.1%	53.9%	44.4%	53.8%
Tour Operator or Travel Agency	19.1%	14.7%	28.9%	0.0%	21.7%
Others	15.0%	16.1%	15.1%	15.6%	15.5%

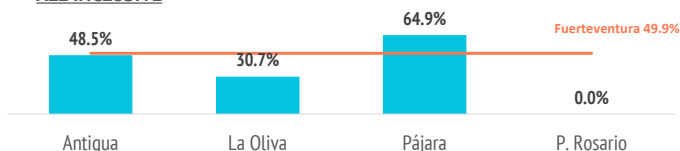
(*) Multi-choice question

What do they book?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	30.6%	56.4%	11.9%	100.0%	30.5%
Half board / Full board	20.9%	12.9%	23.2%	0.0%	19.6%
All inclusive	48.5%	30.7%	64.9%	0.0%	49.9%

ALL INCLUSIVE



(Canary Islands: 29.4%)

Importance of each factor in the destination choice



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Climate	76.7%	75.4%	76.1%	63.7%	75.5%
Sea	47.6%	52.9%	66.0%	49.4%	57.5%
Safety	61.0%	50.8%	57.2%	55.3%	55.7%
Beaches	46.5%	50.1%	64.1%	49.7%	55.4%
Tranquility	51.7%	50.4%	56.8%	50.5%	53.5%
Accommodation supply	48.0%	37.3%	46.3%	21.4%	43.0%
Price	49.1%	39.7%	37.9%	39.7%	40.6%
Effortless trip	41.3%	36.9%	41.6%	36.1%	39.8%
European belonging	36.5%	33.7%	42.2%	37.9%	38.3%
Environment	32.0%	34.6%	27.3%	49.0%	31.2%
Landscapes	26.7%	32.0%	30.6%	58.4%	31.1%
Authenticity	22.3%	23.7%	22.5%	43.7%	23.4%
Gastronomy	22.5%	24.5%	22.0%	30.6%	23.1%
Fun possibilities	20.8%	22.0%	17.3%	18.1%	19.8%
Exoticism	12.5%	10.9%	11.4%	20.6%	11.8%
Shopping	10.8%	7.6%	7.8%	9.8%	8.3%
Culture	8.1%	8.0%	7.1%	13.5%	7.7%
Historical heritage	7.9%	7.0%	7.7%	11.3%	7.6%
Nightlife	6.9%	6.8%	3.4%	9.1%	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	65.2%	42.7%	85.9%	7.0%	65.5%
- Apartment	14.2%	9.6%	5.8%	0.0%	8.3%
- Private accommodation	20.2%	43.0%	7.2%	78.4%	23.7%
- Other type of accommodation	0.4%	4.7%	1.1%	14.6%	2.4%
German market	100%	100%	100%	100%	100%
- Hotel	76.5%	44.9%	85.7%	11.5%	76.2%
- Apartment	1.9%	4.6%	8.1%	0.0%	6.7%
- Private accommodation	20.3%	41.9%	5.4%	74.3%	14.6%
- Other type of accommodation	1.3%	8.6%	0.7%	14.2%	2.4%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	65.7%	41.6%	85.3%	0.7%	62.1%
- Apartment	18.4%	16.9%	5.6%	0.0%	10.6%
- Private accommodation	14.4%	38.9%	8.4%	90.8%	25.3%
- Other type of accommodation	1.5%	2.5%	0.7%	8.5%	2.0%
British market	100%	100%	100%	100%	100%
- Hotel	62.0%	48.2%	89.9%	9.4%	61.6%
- Apartment	18.8%	11.7%	2.5%	0.0%	12.1%
- Private accommodation	19.2%	38.4%	6.6%	78.7%	25.3%
- Other type of accommodation	0.0%	1.8%	0.9%	11.8%	1.1%
Other markets	100%	100%	100%	100%	100%
- Hotel	68.1%	35.6%	84.2%	8.3%	60.5%
- Apartment	7.6%	8.3%	3.6%	0.0%	5.6%
- Private accommodation	23.8%	49.6%	10.1%	73.4%	30.0%
- Other type of accommodation	0.6%	6.5%	2.1%	18.3%	3.9%

Length of stay (all markets)

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Type of accommodation					
- Hotel	7.6	8.2	8.9	5.0	8.5
- Apartment	9.0	9.1	9.9	0.0	9.3
- Private accommodation	12.3	10.3	12.4	9.9	11.1
- Other type of accommodation	17.0	9.2	13.8	16.2	11.4

Tourist profile by municipality

Fuerteventura (2025)



Activities in the Canary Islands



Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Outdoor time per day					
0 - 8 hours	74.2%	62.7%	76.8%	55.5%	71.3%
More than 8 hours	25.8%	37.3%	23.2%	44.5%	28.7%
Activities in the Canary Islands					
Beach	74.1%	79.3%	84.7%	74.5%	80.4%
Walk, wander	78.0%	71.2%	57.1%	59.6%	66.0%
Swimming pool, hotel facilities	66.4%	50.0%	55.2%	8.5%	54.5%
Explore the island on their own	46.2%	51.3%	42.8%	59.2%	46.9%
Taste Canarian gastronomy	21.4%	29.4%	16.4%	28.0%	21.9%
Nature activities	15.0%	23.9%	17.5%	29.5%	19.9%
Activities at sea	11.2%	24.1%	11.6%	19.6%	15.9%
Sport activities	12.8%	13.5%	11.7%	12.5%	13.1%
Organized excursions	12.2%	12.1%	14.3%	7.8%	13.0%
Nightlife / concerts / shows	15.0%	15.3%	5.3%	10.1%	10.4%
Wineries/markets/popular festivals	9.2%	12.0%	7.0%	11.8%	9.2%
Theme parks	6.9%	7.6%	6.7%	11.3%	7.1%
Museums / exhibitions	6.9%	6.0%	5.5%	10.5%	6.2%
Astronomical observation	2.7%	4.3%	4.5%	7.6%	4.2%
Beauty and health treatments	3.1%	4.0%	3.6%	4.8%	3.6%
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

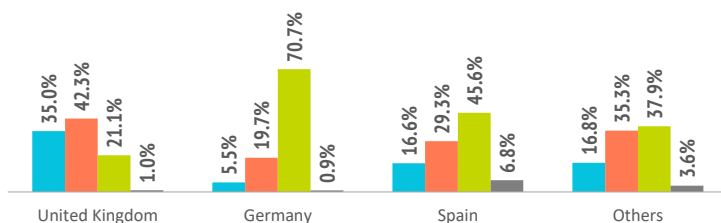
Where are they from?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourists (> 15 years old)					
United Kingdom	256,826	310,219	154,983	7,287	733,058
Germany	38,038	136,420	489,358	5,881	691,803
Spain	32,062	56,694	88,368	13,088	193,655
Others	129,414	271,980	291,561	27,736	770,076
% Tourists					
United Kingdom	35.0%	42.3%	21.1%	1.0%	100%
Germany	5.5%	19.7%	70.7%	0.9%	100%
Spain	16.6%	29.3%	45.6%	6.8%	100%
Others	16.8%	35.3%	37.9%	3.6%	100%

Tourist arrivals by municipality (2025)

■ Antigua ■ La Oliva ■ Pájara ■ P. Rosario



Who are they?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Gender					
Less than 50.000€	44.6%	51.4%	47.6%	43.0%	48.0%
Women	55.4%	48.6%	52.4%	57.0%	52.0%
Age range (> 15 years old)					
16 - 44 years old	44.1%	48.1%	44.8%	65.4%	46.3%
Over 44 years old	55.9%	51.9%	55.2%	34.6%	53.7%
Occupation					
Active	73.5%	70.3%	72.6%	78.6%	72.2%
Inactive	26.5%	29.7%	27.4%	21.4%	27.8%
Annual household income level					
Less than €50,000	51.0%	48.8%	47.6%	75.3%	49.2%
More than €50,000	49.0%	51.2%	52.4%	24.7%	50.8%
Education level					
No studies/Primary education	8.0%	7.2%	5.0%	6.2%	6.3%
Secondary education	22.4%	18.2%	24.0%	15.0%	21.4%
Higher education	69.6%	74.7%	70.9%	78.8%	72.3%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.75	8.79	8.50	8.60	8.65

Experience in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Worse or much worse than expected	3.4%	2.4%	3.7%	7.1%	3.2%
Lived up to expectations	56.7%	57.4%	58.7%	41.3%	57.5%
Better or much better than expected	39.8%	40.3%	37.6%	51.7%	39.3%

Future intentions (scale 1-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Return to the Canary Islands	8.81	8.90	8.52	8.73	8.71
Recommend visiting the Canary Island:	9.03	9.04	8.73	8.68	8.90



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



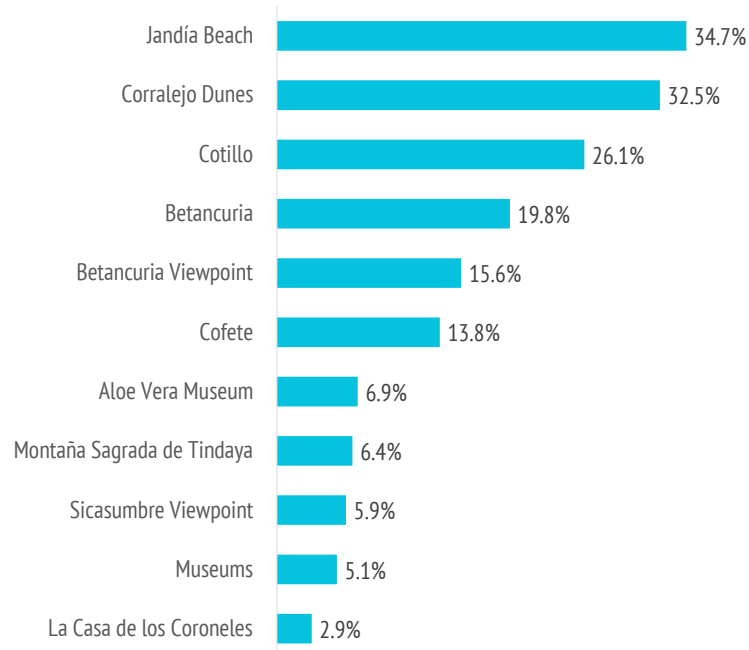
	Antigua	La Oliva	Pájara	P. Rosario	FUE
Repeat tourists					
Repeat tourists	71.3%	73.0%	67.5%	66.0%	70.0%
- Germany	69.0%	73.5%	73.4%	77.0%	73.0%
- Spain	71.4%	77.1%	75.7%	66.8%	74.8%
- United Kingdom	78.2%	84.4%	71.8%	89.0%	79.5%
- Others	58.4%	58.9%	52.9%	57.3%	57.0%
Repeat tourists (3 or more visits)					
Repeat tourists (3 or more visits)	54.5%	56.7%	50.2%	44.4%	53.0%
- Germany	45.3%	58.3%	57.4%	60.6%	56.8%
- Spain	51.6%	55.3%	52.3%	58.4%	53.8%
- United Kingdom	63.9%	70.8%	57.3%	80.5%	65.6%
- Others	39.1%	40.1%	33.8%	24.8%	37.5%

How many islands do they visit during their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	94.4%	90.4%	94.8%	85.8%	93.0%
Two or more islands	5.6%	9.6%	5.2%	14.2%	7.0%

WHICH PLACES DO THE VISIT IN FUERTEVENTURA?*



**Multi-choice question

”

3 in 10 tourists in Fuerteventura visit
Jandía Beaches