

Tourist profile. Historical data (2019 - 2025)

FUERTEVENTURA



How many are they and how much do they spend?



	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,895	2,057	2,275	2,493	2,710
Tourist arrivals ≥ 16 years old (EGT) (*)	1,659	1,823	1,985	2,186	2,389
- % tourists who book holiday package	74.4%	63.4%	60.3%	62.8%	61.5%
Children < 16 years old (FRONTUR - EGT) (*)	236	235	290	307	321
Expenditure per tourist (€)	1,159	1,291	1,396	1,415	1,390
- book holiday package	1,214	1,378	1,524	1,574	1,533
- holiday package	1,059	1,235	1,340	1,383	1,353
- others	155	143	184	191	180
- do not book holiday package	1,000	1,141	1,202	1,148	1,162
- flight	286	293	344	319	327
- accommodation	378	468	442	434	410
- others	336	380	417	395	425
Average length of stay	9.3	9.4	9.3	9.2	9.2
- Median	7.0	7.3	7.0	7.3	7.0
Average daily expenditure (€)	134.93	149.20	165.66	170.32	166.72
- Median	120.81	136.67	153.62	153.57	153.55
Average daily expenditure (without flight) (€)	93.57	108.08	115.79	117.21	118.37
- Median	83.62	98.31	108.59	109.12	110.51
Average cost of the flight (€)	354.0	350.5	418.5	436.1	409.0
Total turnover (≥ 16 years old) (€m)	1,923	2,354	2,770	3,094	3,321
Turnover without flight (≥ 16 years old) (€m)	1,336	1,715	1,940	2,141	2,344

(*) Thousands of tourists

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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	93.1%	90.7%	90.0%	90.8%	88.4%
- Additional accommodation expenses	5.8%	6.3%	8.8%	7.2%	7.1%
Transport:					
- National/International Transport	99.0%	98.2%	97.8%	97.6%	96.9%
- Flights between islands	4.2%	5.7%	7.0%	6.0%	6.5%
- Taxi	56.7%	55.0%	57.9%	54.4%	52.5%
- Car rental	25.7%	27.9%	30.7%	29.6%	30.7%
- Public transport	4.7%	6.0%	6.8%	7.8%	7.3%
Food and drink:					
- Food purchases at supermarkets	39.7%	46.6%	55.7%	54.8%	53.8%
- Restaurants	41.1%	46.7%	49.6%	49.3%	50.0%
Leisure:					
- Organized excursions	15.6%	18.5%	21.6%	19.6%	18.9%
- Sport activities	6.8%	8.7%	9.6%	8.0%	7.9%
- Cultural activities	1.0%	1.0%	1.3%	1.1%	1.3%
- Museums	1.9%	1.9%	2.2%	2.5%	2.4%
- Theme Parks	4.5%	3.3%	4.4%	4.2%	4.5%
- Discos and pubs	5.3%	6.4%	6.4%	6.0%	7.3%
- Wellness	3.7%	4.3%	4.7%	3.5%	2.8%
Purchases of goods:					
- Souvenirs	42.1%	36.0%	41.2%	42.2%	43.1%
- Other expenses	0.4%	0.8%	0.6%	0.8%	0.9%
Other:					
- Medical or pharmaceutical expenses	4.9%	7.3%	7.9%	6.1%	6.9%
- Other expenses	6.7%	6.1%	7.3%	5.9%	4.9%

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.



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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	740	859	873	914	911
- Accommodation	603	711	721	727	743
- Additional accommodation expenses	137	148	152	188	168
Transport:	611	678	740	763	743
- National/International Transport	358	357	428	447	422
- Flights between islands	60	66	77	63	76
- Taxi	69	102	96	101	99
- Car rental	100	135	119	122	124
- Public transport	25	18	20	30	22
Food and drink:	223	244	248	246	262
- Food purchases at supermarkets	90	89	100	100	109
- Restaurants	133	155	148	146	153
Leisure:	480	479	536	537	486
- Organized excursions	78	96	99	101	92
- Sport activities	118	106	117	111	94
- Cultural activities	51	48	61	67	50
- Museums	24	27	34	25	25
- Theme Parks	59	56	57	70	60
- Discos and pubs	86	84	93	89	86
- Wellness	64	61	74	73	80
Purchases of goods:	348	302	317	147	311
- Souvenirs	87	72	71	79	79
- Other expenses	261	230	246	68	232
Other:	121	116	134	126	135
- Medical or pharmaceutical expenses	39	46	49	38	36
- Other expenses	82	70	85	89	99

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	94.4%	94.1%	93.4%	93.8%	93.4%
Visiting family or friends	3.7%	4.2%	4.3%	4.7%	4.8%
Business and work	0.5%	0.6%	1.0%	0.6%	0.6%
Education and training	0.1%	0.0%	0.1%	0.1%	0.2%
Sports training	1.0%	0.5%	0.7%	0.5%	0.6%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.1%	0.1%	0.2%	0.0%	0.1%
Others	0.2%	0.5%	0.4%	0.2%	0.3%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	62.2%	55.0%	54.4%	54.9%	57.1%
Enjoy family time	11.3%	13.0%	12.8%	13.4%	13.1%
Have fun	5.1%	8.7%	9.7%	8.4%	7.0%
Explore the destination	16.4%	18.0%	18.0%	18.1%	17.9%
Practice their hobbies	3.6%	3.6%	3.4%	3.8%	3.2%
Other reasons	1.5%	1.7%	1.7%	1.3%	1.7%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	28.6%	14.5%	11.7%	10.6%
Canary Islands	--	20.5%	25.5%	25.6%	26.2%
Other destination	--	50.9%	60.0%	62.7%	63.2%
- Balearic Islands	--	4.1%	4.9%	4.7%	4.7%
- Rest of Spain	--	7.5%	8.4%	9.3%	9.3%
- Italy	--	7.8%	8.4%	7.8%	7.7%
- France	--	4.5%	5.8%	4.8%	5.0%
- Turkey	--	2.2%	3.4%	3.8%	4.1%
- Greece	--	7.3%	8.6%	8.8%	8.2%
- Portugal	--	3.0%	3.5%	3.9%	4.0%
- Croatia	--	2.7%	2.7%	2.2%	2.5%
- Egypt	--	1.2%	1.7%	2.2%	2.3%
- Tunisia	--	0.2%	0.2%	0.7%	0.9%
- Morocco	--	0.6%	0.7%	0.9%	1.4%
- Others	--	9.6%	11.6%	13.6%	13.4%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	23.7%	26.4%	24.7%	24.3%
Canary Islands (other island)	--	27.1%	27.1%	27.4%	28.1%
Other destination	--	49.2%	46.5%	47.9%	47.7%
- Balearic Islands	--	7.3%	6.5%	6.1%	6.6%
- Rest of Spain	--	7.5%	7.3%	7.5%	8.2%
- Italy	--	4.4%	4.6%	4.8%	4.5%
- France	--	1.5%	1.1%	1.7%	1.4%
- Turkey	--	4.0%	3.7%	4.0%	3.7%
- Greece	--	9.6%	9.4%	9.8%	9.0%
- Portugal	--	5.8%	5.8%	5.9%	6.0%
- Croatia	--	2.6%	2.1%	2.6%	2.4%
- Egypt	--	3.6%	3.3%	3.2%	3.6%
- Others	--	2.9%	2.5%	2.4%	2.3%

* Percentage of valid answers

Importance of each factor in the destination choice

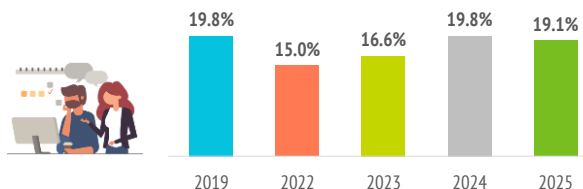
	2019	2022	2023	2024	2025
Climate	78.8%	75.6%	77.9%	76.6%	75.5%
Sea	60.5%	61.7%	59.6%	58.1%	57.5%
Safety	55.9%	54.0%	56.6%	58.0%	55.7%
Beaches	58.9%	59.0%	57.4%	55.9%	55.4%
Tranquility	56.5%	53.0%	54.3%	53.5%	53.5%
Accommodation supply	45.9%	42.9%	44.3%	44.6%	43.0%
Price	38.0%	37.6%	37.3%	39.4%	40.6%
Effortless trip	39.5%	41.4%	40.7%	42.1%	39.8%
European belonging	40.6%	38.3%	36.7%	37.4%	38.3%
Environment	29.4%	29.3%	29.8%	30.0%	31.2%
Landscapes	27.0%	29.2%	30.0%	29.6%	31.1%
Authenticity	20.0%	21.1%	20.5%	22.4%	23.4%
Gastronomy	21.5%	23.5%	24.6%	25.3%	23.1%
Fun possibilities	17.6%	21.0%	21.2%	20.7%	19.8%
Exoticism	10.6%	11.0%	10.4%	10.4%	11.8%
Shopping	7.8%	7.9%	7.2%	9.1%	8.3%
Culture	5.8%	6.4%	7.2%	7.3%	7.7%
Historical heritage	5.9%	5.9%	6.2%	7.0%	7.6%
Hiking trail network	6.9%	6.6%	7.1%	7.8%	7.3%
Nightlife	4.6%	5.2%	4.9%	5.3%	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	2022	2023	2024	2025
The same day	0.5%	0.8%	0.4%	0.6%	0.7%
Between 1 and 30 days	22.4%	30.6%	23.2%	21.9%	25.2%
Between 1 and 2 months	23.0%	24.9%	24.8%	24.6%	24.3%
Between 3 and 6 months	34.3%	28.7%	34.9%	33.0%	30.7%
More than 6 months	19.8%	15.0%	16.6%	19.8%	19.1%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	51.7%	45.4%	41.0%	45.1%	45.4%
Friends or relatives	20.8%	23.6%	20.9%	23.7%	22.9%
Internet or social media	52.8%	56.2%	51.8%	52.6%	53.8%
Mass Media	1.8%	2.1%	1.6%	1.3%	1.7%
Travel guides and magazines	8.4%	6.5%	5.4%	5.1%	5.5%
Travel Blogs or Forums	5.3%	6.5%	5.3%	6.1%	4.6%
Travel TV Channels	0.9%	1.0%	0.7%	0.6%	0.6%
Tour Operator or Travel Agency	28.9%	24.8%	26.4%	24.9%	21.7%
Public administrations or similar	0.3%	0.7%	0.3%	0.6%	0.4%
Others	1.5%	1.9%	2.3%	2.6%	2.6%

* Multi-choice question

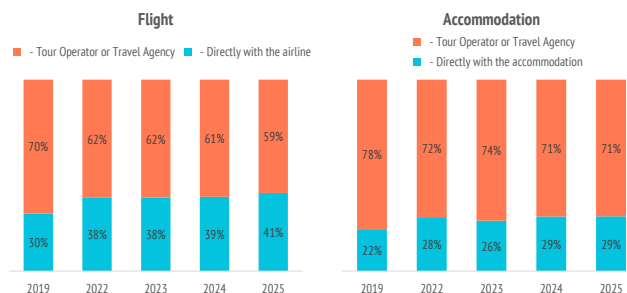
Tourist profile. Historical data (2019 - 2025)

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With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	30.1%	38.3%	38.3%	38.8%	40.8%
- Tour Operator or Travel Agency	69.9%	61.7%	61.7%	61.2%	59.2%
Accommodation					
- Directly with the accommodation	21.9%	28.2%	26.3%	28.5%	28.6%
- Tour Operator or Travel Agency	78.1%	71.8%	73.7%	71.5%	71.4%



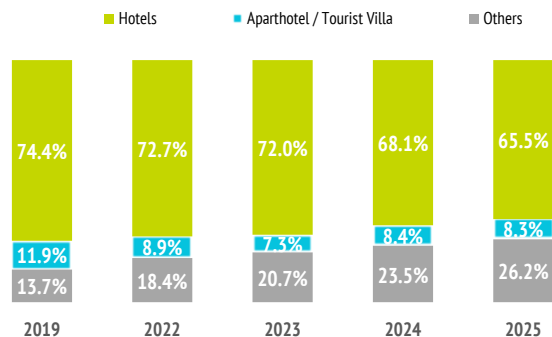
Where are they from?

	2019	2022	2023	2024	2025
United Kingdom	25.3%	28.0%	30.5%	30.7%	30.7%
Germany	36.6%	32.9%	32.1%	31.6%	29.0%
Spanish Mainland	8.4%	7.8%	7.7%	7.2%	8.1%
Italy	4.7%	6.1%	5.3%	5.9%	6.5%
France	5.9%	6.9%	5.9%	5.4%	5.3%
Poland	3.9%	4.1%	3.3%	3.8%	4.7%
Netherlands	2.6%	3.1%	2.8%	2.9%	3.0%
Ireland	1.8%	1.8%	2.6%	2.6%	2.6%
Czech Republic	1.1%	1.4%	1.5%	1.6%	1.3%
Belgium	0.8%	0.9%	1.1%	1.2%	1.3%
Others	8.9%	6.9%	7.2%	7.1%	7.5%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	16.1%	14.8%	12.9%	12.2%	13.1%
4* Hotel	53.9%	53.1%	54.9%	51.9%	49.9%
5* Hotel / 5* Luxury Hotel	4.4%	4.7%	4.2%	4.0%	2.6%
Aparthotel / Tourist Villa	11.9%	8.9%	7.3%	8.4%	8.3%
House/room rented in a private dwelling	3.8%	6.0%	9.6%	15.7%	16.2%
Private accommodation (1)	5.5%	6.2%	6.2%	5.0%	7.5%
Others (Cottage, cruise, camping,...)	4.3%	6.2%	4.9%	2.8%	2.4%

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

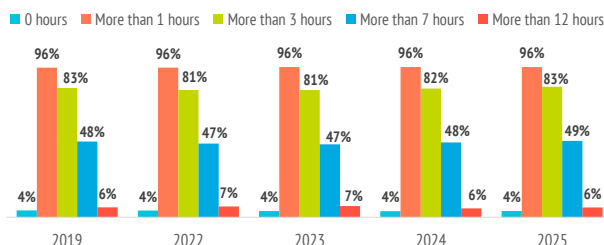


What do they book?

	2019	2022	2023	2024	2025
Room only	12.5%	17.2%	18.2%	22.4%	24.3%
Bed and Breakfast	4.3%	5.9%	6.6%	5.7%	6.2%
Half board	18.1%	14.5%	16.7%	15.3%	15.1%
Full board	6.6%	5.1%	4.1%	3.9%	4.4%
All inclusive	58.5%	57.4%	54.3%	52.6%	49.9%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	4.3%	4.3%	3.9%	3.9%	3.9%
1 - 2 hours	13.0%	14.2%	14.7%	13.8%	12.6%
3 - 6 hours	34.2%	34.4%	34.7%	34.5%	34.6%
7 - 12 hours	42.2%	40.2%	39.5%	42.1%	42.6%
More than 12 hours	6.3%	6.9%	7.1%	5.7%	6.2%
Outdoor time per day	6.7	6.6	6.6	6.6	6.8



Activities in the Canary Islands	2019	2022	2023	2024	2025
Beach	77.1%	82.2%	77.9%	80.0%	80.4%
Walk, wander	58.1%	62.9%	61.1%	65.3%	66.0%
Swimming pool, hotel facilities	53.0%	58.5%	54.6%	54.6%	54.5%
Explore the island on their own	39.8%	45.0%	40.1%	45.8%	46.9%
Taste Canarian gastronomy	17.9%	20.5%	19.3%	20.6%	21.9%
Hiking	--	15.6%	14.0%	15.8%	16.0%
Organized excursions	14.5%	15.2%	13.9%	14.0%	13.0%
Nightlife / concerts / shows	8.3%	10.2%	9.7%	9.9%	10.4%
Sea excursions / whale watching	6.8%	11.5%	9.8%	9.9%	9.8%
Wineries / markets / popular festivals	7.7%	7.0%	7.1%	7.4%	9.2%
Other Nature Activities	--	7.0%	6.7%	7.8%	7.8%
Swim	--	10.0%	7.0%	7.0%	7.5%
Theme parks	7.6%	6.6%	6.0%	6.4%	7.1%
Surf	--	6.4%	5.6%	5.7%	6.9%
Museums / exhibitions	5.4%	4.7%	5.2%	5.1%	6.2%
Running	--	4.9%	4.6%	5.5%	6.0%
Practice other sports	--	5.8%	4.9%	5.5%	4.9%
Astronomical observation	2.9%	4.0%	3.5%	3.7%	4.2%
Beauty and health treatments	4.7%	4.7%	5.0%	4.0%	3.6%
Cycling / Mountain bike	--	3.8%	2.7%	2.9%	3.2%
Scuba Diving	--	2.9%	2.4%	2.3%	3.0%
Windsurf / Kitesurf	--	2.7%	2.2%	2.0%	2.4%
Golf	--	1.9%	2.7%	2.4%	1.9%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

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What places do they visit?

	2019	2022	2023	2024	2025
Jandía Beach	38.8%	39.3%	36.3%	35.9%	34.7%
Corralejo Dunes and Isle of Lobos	26.4%	33.1%	27.9%	30.1%	32.5%
Cotillo	22.8%	25.2%	21.5%	23.3%	26.1%
Betancuria	19.5%	19.3%	18.2%	18.8%	19.8%
Betancuria Viewpoint	15.1%	14.5%	13.6%	15.6%	15.6%
Cofete	15.1%	15.8%	12.3%	13.8%	13.8%
Aloe Vera Museum	8.2%	6.0%	6.8%	6.3%	6.9%
Montaña Sagrada de Tindaya	7.2%	6.7%	5.4%	5.8%	6.4%
Sicasumbre Viewpoint	5.3%	5.8%	4.5%	5.5%	5.9%
Museums	4.8%	4.2%	4.6%	4.4%	5.1%
La Casa de los Coroneles	3.8%	2.7%	2.4%	2.6%	2.9%

¿Cuántos son fieles al destino?

	2019	2022	2023	2024	2025
Fuerteventura: Repeat tourists	62.2%	59.0%	58.3%	60.1%	61.3%
Fuerteventura: At least 10 previous visits	7.3%	8.2%	6.9%	7.2%	8.3%
Canary Islands: Repeat tourists	72.0%	67.6%	70.6%	69.0%	70.0%
Canary Islands: At least 10 previous visits	0.0%	0.0%	0.0%	0.0%	0.0%

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	48.9%	49.1%	45.5%	46.8%	48.0%
Women	51.1%	50.9%	54.5%	53.2%	52.0%
Age					
Average age	49.17	45.74	45.98	47.27	47.50
Standard deviation	15.2	15.9	16.2	16.8	17.3
Age range					
16 - 24 years old	5.5%	10.0%	10.3%	10.2%	11.4%
25 - 30 years old	8.9%	12.1%	11.3%	10.3%	9.7%
31 - 45 years old	26.1%	28.4%	29.2%	27.5%	27.2%
46 - 60 years old	33.9%	28.8%	27.3%	26.5%	24.0%
Over 60 years old	25.6%	20.6%	21.9%	25.4%	27.8%
Occupation					
Salaried worker	54.7%	58.4%	58.6%	57.2%	54.8%
Self-employed	11.0%	10.1%	11.3%	10.3%	10.4%
Unemployed	0.9%	0.6%	0.7%	0.8%	1.2%
Business owner	9.8%	8.9%	8.1%	8.1%	7.0%
Student	3.0%	4.5%	3.7%	3.5%	4.3%
Retired	19.2%	16.2%	16.5%	18.7%	20.8%
Unpaid domestic work	0.9%	0.8%	0.3%	0.5%	0.6%
Others	0.6%	0.5%	0.7%	0.8%	0.9%
Annual household income level					
Less than €25,000	15.9%	14.6%	11.4%	12.6%	13.0%
€25,000 - €49,999	40.1%	34.9%	33.9%	35.2%	36.2%
€50,000 - €74,999	21.7%	26.3%	25.8%	25.4%	25.1%
More than €74,999	22.3%	24.2%	28.9%	26.8%	25.7%
Education level					
No studies	3.6%	3.2%	2.9%	3.1%	3.8%
Primary education	3.3%	1.8%	1.7%	2.1%	2.5%
Secondary education	24.6%	20.2%	20.8%	22.6%	21.4%
Higher education	68.5%	74.8%	74.6%	72.2%	72.3%

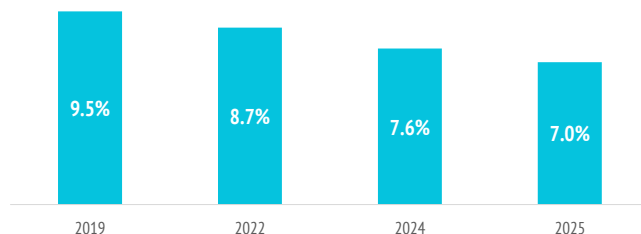
Source: Tourist Expenditure Survey (EGT, ISTAC).

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

How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	90.5%	91.3%	92.1%	92.4%	93.0%
Two islands	8.3%	7.6%	7.1%	6.9%	6.2%
Three or more islands	1.1%	1.1%	0.8%	0.8%	0.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.70	8.77	8.74	8.68	8.65

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.1%	3.5%	2.7%	3.3%	3.2%
Lived up to expectations	56.6%	56.7%	55.4%	56.4%	57.5%
Better or much better than expected	41.3%	39.9%	41.9%	40.3%	39.3%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.74	8.69	8.79	8.73	8.71
Recommend visiting the Canary Islands	8.95	8.96	8.97	8.90	8.90

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	8.5%	9.2%	10.4%	11.3%	11.8%
Only with partner	50.7%	46.7%	47.7%	47.0%	44.7%
Only with children (< 13 years old)	6.0%	6.9%	4.8%	5.0%	4.4%
Partner + children (< 13 years old)	6.3%	6.3%	7.6%	6.2%	6.8%
Other relatives	8.0%	9.0%	10.2%	9.7%	10.4%
Friends	4.9%	7.3%	6.3%	6.4%	7.0%
Work colleagues	0.2%	0.2%	0.3%	0.2%	0.4%
Organized trip	0.3%	0.3%	0.2%	0.2%	0.5%
Other combinations (2)	15.0%	14.2%	12.5%	14.1%	14.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	17.9%	18.6%	17.9%	16.7%	16.8%
- Between 0 and 2 years old	1.2%	1.6%	1.6%	1.1%	1.4%
- Between 3 and 12 years old	15.5%	15.9%	15.2%	14.4%	14.3%
- Between 0 -2 and 3-12 years old	1.2%	1.1%	1.2%	1.2%	1.1%
Tourists without children	82.1%	81.4%	82.1%	83.3%	83.2%
Group composition:					
- 1 person	11.6%	11.5%	12.6%	13.8%	14.5%
- 2 people	57.4%	55.7%	56.5%	56.0%	54.6%
- 3 people	12.1%	12.9%	12.4%	12.4%	11.3%
- 4 or 5 people	15.7%	16.2%	15.5%	14.2%	16.0%
- 6 or more people	3.2%	3.7%	2.9%	3.7%	3.7%
Average group size:	2.53	2.56	2.50	2.50	2.52

*People who share the main expenses of the trip