

Tourist profile by municipality

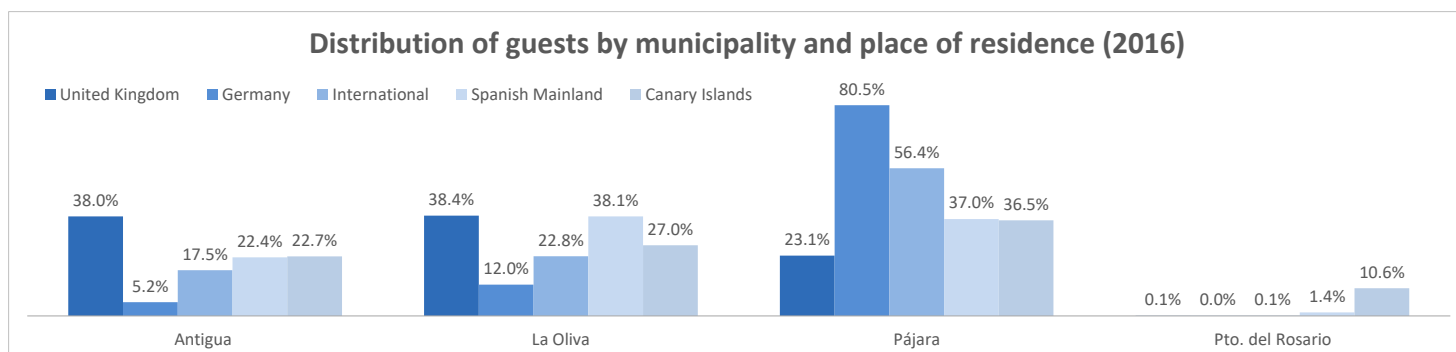
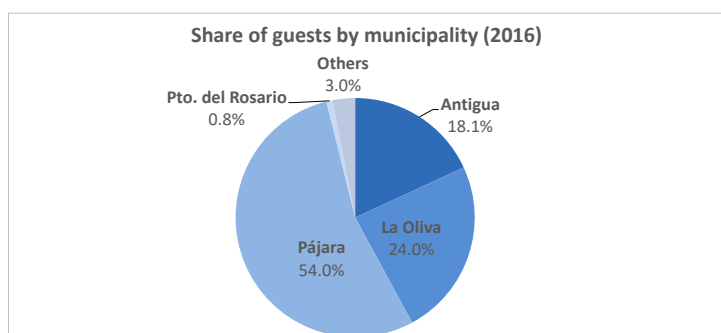
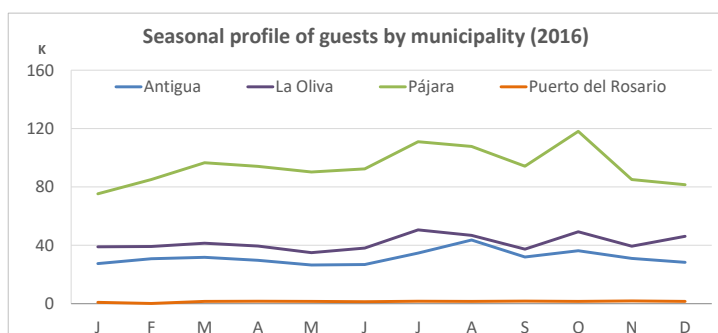
Fuerteventura (2016)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay						Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	321,826	419,965	1,037,885	1,535	57,746	1,838,957	1,472,059	366,898
- United Kingdom	168,622	170,103	102,262	234	2,230	443,451	337,168	106,283
- Germany	43,145	98,514	662,992	228	18,326	823,205	685,351	137,854
Spanish Mainland	26,781	45,471	44,233	1,627	1,358	119,470	82,296	37,174
Canary Islands	30,602	36,331	49,138	14,229	4,300	134,600	83,621	50,979
Total	379,209	501,767	1,131,256	17,391	63,404	2,093,027	1,637,976	455,051

Place of residence:	Municipality of stay (%)						Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	17.5%	22.8%	56.4%	0.1%	3.1%	100%	80.0%	20.0%
- United Kingdom	38.0%	38.4%	23.1%	0.1%	0.5%	100%	76.0%	24.0%
- Germany	5.2%	12.0%	80.5%	0.0%	2.2%	100%	83.3%	16.7%
Spanish Mainland	22.4%	38.1%	37.0%	1.4%	1.1%	100%	68.9%	31.1%
Canary Islands	22.7%	27.0%	36.5%	10.6%	3.2%	100%	62.1%	37.9%
Total	18.1%	24.0%	54.0%	0.8%	3.0%	100%	78.3%	21.7%



Other indicators

	Municipality (%)						Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
Bednights								
International	2,587,813	3,734,623	9,544,127	4,043	435,168	16,305,774	12,709,110	3,596,664
- United Kingdom	1,368,479	1,545,209	867,817	700	17,178	3,799,383	2,772,822	1,026,561
- Germany	380,478	936,212	867,817	710	5,767,065	7,952,282	6,460,019	1,492,263
Spanish Mainland	171,184	285,601	262,065	3,694	5,264	727,808	511,321	216,487
Canary Islands	161,566	161,829	262,233	29,479	19,644	634,751	352,231	282,520
Total	2,920,563	4,182,053	10,068,425	37,216	460,076	17,668,333	13,572,662	4,095,671
Length of stay								
International	8.0	8.9	9.2	2.6	--	8.9	8.6	9.8
- United Kingdom	8.1	9.1	8.5	3.0	--	8.6	8.2	9.7
- Germany	8.8	9.5	9.8	3.1	--	9.7	9.4	10.8
Spanish Mainland	5.8	5.5	5.6	2.1	--	5.4	5.2	5.7
Canary Islands	5.3	4.5	5.3	2.1	--	4.7	4.2	5.5
Total	7.7	8.3	8.9	2.1	--	8.4	8.3	9.0
ADR (€)	61.0	75.1	81.2	43.4	--	76.0	83.6	48.1
RevPar (€)	49.8	64.9	68.2	22.9	--	63.8	71.6	37.9
Bed-space occupancy rate (%)	56.9	61.0	65.1	42.8	--	62.7	82.0	52.5
Occupancy rate per room/apartment	81.6	86.5	84.0	52.8	--	84.0	85.6	78.6

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 (2016)



Profile of tourist visiting Fuerteventura by municipality of stay

Where are they from?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Tourists (> 16 years old)					
United Kingdom	195,850	181,436	86,851	1,054	466,847
Germany	35,202	116,776	617,422	481	784,710
Spanish Mainland	19,763	40,135	45,923	4,261	111,931
Others	108,079	186,324	237,580	2,406	550,649
Share by place of residence (%)					
United Kingdom	42.0%	38.9%	18.6%	0.2%	100%
Germany	4.5%	14.9%	78.7%	0.1%	100%
Spanish Mainland	17.7%	35.9%	41.0%	3.8%	100%
Others	19.6%	33.8%	43.1%	0.4%	100%

How do they book?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Flight booking					
Tour Operator	49.9%	43.3%	46.2%	15.4%	46.0%
Airline	24.4%	28.0%	8.4%	58.8%	17.1%
Travel agency (High street)	14.7%	15.5%	32.9%	7.5%	24.3%
Online Travel Agency (OTA)	11.1%	13.2%	12.5%	18.3%	12.6%
Accommodation booking					
Tour Operator	49.1%	42.1%	44.4%	16.9%	44.6%
Accommodation	15.7%	18.5%	5.7%	26.8%	11.0%
Travel agency (High street)	16.4%	17.6%	35.6%	10.7%	27.0%
Online Travel Agency (OTA)	18.8%	21.7%	14.2%	45.6%	17.3%

How much do they spend?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Tourist arrivals (> 16 years old)	358,893	524,672	987,776	8,202	1,914,137
Average daily expenditure (€)	118.28	127.05	135.41	84.87	129.53
. in their place of residence	86.25	93.80	112.62	47.37	101.96
. in the Canary Islands	32.03	33.25	22.79	37.50	27.57
Average lenght of stay	8.85	9.87	9.76	12.30	9.62
Turnover per tourist (€)	974	1,109	1,244	903	1,152
Total turnover (> 16 years old) (€m)	349	582	1,228	7.4	2,204
Share of total turnover	15.9%	26.4%	55.7%	0.3%	100%
Share of total tourists	18.7%	27.4%	51.6%	0.4%	100%

What do they book at their place of residence?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Flight only	6.2%	5.3%	1.6%	52.9%	3.8%
Flight & accommodation (room only)	26.0%	25.7%	5.8%	31.4%	15.2%
Flight & accommodation (B&B)	4.7%	7.0%	2.2%	2.4%	4.1%
Flight & accommodation (half board)	13.5%	20.2%	20.5%	6.8%	19.2%
Flight & accommodation (full board)	3.8%	2.9%	5.7%	1.4%	4.7%
Flight & accommodation (all inclusive)	45.0%	38.2%	63.7%	5.0%	52.4%
% Tourists using low-cost airlines	63.6%	57.0%	36.9%	66.8%	47.9%
Other expenses in their place of residence ^(*):					
- Excursions	4.1%	6.0%	5.6%	7.7%	5.5%
- Car rental	9.7%	14.3%	10.3%	17.3%	11.4%
- Other expenses	7.0%	12.2%	17.6%	14.9%	14.4%

* Multi-choice question

What is their main reason for coming?

Trip reasons	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Holidays	98.2%	97.1%	98.4%	79.1%	97.9%
Professional or family reasons	1.2%	2.8%	1.3%	20.9%	1.8%
Other reason	0.6%	0.1%	0.3%	0.0%	0.3%

Where do they stay?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Type of accommodation					
All markets	100%	100%	100%	100%	100%
- Hotel	67.2%	63.4%	87.2%	28.5%	76.5%
- Apartment	28.8%	32.6%	11.8%	23.7%	20.8%
- Other type of accommodation	4.0%	4.0%	0.9%	47.8%	2.7%
German market	100%	100%	100%	100%	100%
- Hotel	66.0%	81.1%	86.6%	0.0%	84.8%
- Apartment	32.4%	15.7%	12.5%	47.6%	13.8%
- Other type of accommodation	1.6%	3.2%	0.9%	52.6%	1.4%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	63.5%	62.4%	77.6%	34.3%	67.4%
- Apartment	33.4%	29.3%	17.7%	13.1%	24.7%
- Other type of accommodation	3.1%	8.3%	4.7%	52.7%	7.9%
British market	100%	100%	100%	100%	100%
- Hotel	67.8%	61.0%	92.8%	66.6%	69.7%
- Apartment	27.2%	35.9%	6.3%	33.4%	26.7%
- Other type of accommodation	5.0%	3.1%	0.9%	0.0%	3.5%
Other markets	100%	100%	100%	100%	100%
- Hotel	67.0%	54.8%	88.8%	7.3%	72.3%
- Apartment	29.8%	40.7%	10.8%	33.6%	24.9%
- Other type of accommodation	3.2%	4.6%	0.4%	59.1%	2.7%
Lenght of stay by type of accommodation					
All markets					
- Hotel	8.3	9.4	9.6	6.9	9.3
- Apartment	9.7	10.2	11.1	18.3	10.4
- Other type of accommodation	13.0	14.4	11.1	12.5	13.1

What did motivate them to come?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Previous visits to the Canary Islands	67.6%	64.2%	62.7%	45.7%	63.8%
Recommendation by friends or relatives	34.8%	33.7%	29.4%	34.4%	31.9%
Tour Operator's brochure or catalogue	9.2%	8.4%	11.7%	6.0%	10.2%
Recommendation by Travel Agent	7.9%	9.7%	19.2%	2.4%	14.3%
Internet	32.9%	33.8%	26.8%	19.7%	29.9%
Others	10.6%	10.3%	8.4%	25.8%	9.4%

* Multi-choice question

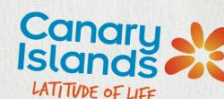
Why do they choose Fuerteventura?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Climate/sun	93.4%	90.8%	93.6%	58.3%	92.6%
Beaches	36.7%	53.3%	69.9%	46.5%	58.3%
Tranquillity/rest/relaxation	41.5%	41.4%	47.4%	35.9%	44.5%
Price	21.5%	14.6%	8.4%	5.3%	12.5%
Scenery	16.0%	16.4%	11.0%	25.3%	13.5%
Visiting new places	16.8%	13.7%	10.3%	15.2%	12.5%
Sports	4.5%	9.5%	7.6%	3.1%	7.8%
Suitable destination for children	10.6%	8.2%	5.6%	0.6%	7.2%
Ease of travel	12.3%	8.8%	4.9%	0.0%	7.3%
Culture	6.0%	6.4%	4.4%	15.1%	5.8%
Security	12.8%	9.2%	16.0%	1.1%	13.3%
Quality of the environment	4.8%	5.3%	3.6%	5.1%	4.4%
Others	6.9%	7.2%	4.2%	27.6%	5.7%

* Multi-choice question

Tourist profile by municipality

Fuerteventura (2016)



How many islands did they visit in this trip?

Number of islands	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
One island	87.7%	78.3%	89.2%	85.8%	85.9%
Two islands	10.7%	18.1%	7.8%	12.8%	11.2%
Three or more islands	1.6%	3.6%	3.0%	1.4%	2.8%

Who are they?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Gender					
Percentage of men	44.7%	46.2%	50.8%	56.1%	48.3%
Percentage of women	55.3%	53.8%	49.2%	43.9%	51.7%
Age range					
16-44 years old	46.9%	48.7%	48.3%	61.3%	48.5%
Over 44 years old	53.1%	51.3%	51.7%	38.7%	51.5%
Occupation					
Active	75.4%	77.6%	76.9%	65.5%	76.8%
Inactive	24.6%	22.4%	23.1%	34.5%	23.2%
Annual household income level					
€12,000 - €48,000	57.7%	56.2%	50.9%	71.2%	53.6%
More than €48,000	42.3%	43.8%	49.1%	28.8%	46.4%

Who do they come with?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Partner	75.2%	74.0%	73.9%	44.0%	73.7%
Children	29.7%	27.1%	24.6%	10.2%	26.0%
Other relatives	13.1%	9.9%	9.9%	4.5%	10.5%
Others	7.7%	8.2%	6.4%	8.4%	7.2%
With children (< 13 year old)	24.9%	20.3%	16.3%	3.1%	18.8%

* Multi-choice question

How do they rate the destination?

Impression of their stay	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Good or very good (% tourists)	90.7%	95.5%	93.1%	93.7%	93.3%

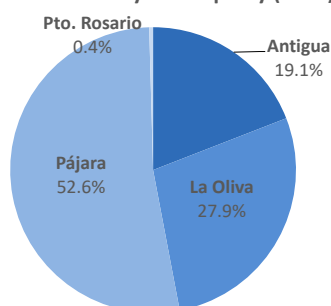
How do they rate the following features and services?

(Scale 1 - 10)	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Accommodation	7.8	8.1	8.1	8.7	8.1
Quality of accommodation	7.7	8.1	8.0	8.5	8.0
Treatment at accommodation	8.2	8.5	8.3	9.1	8.3
Quality of the food	7.5	7.8	7.9	8.6	7.8
Environmental	8.1	8.4	8.1	8.5	8.2
Climate	8.4	8.5	8.5	8.6	8.5
Bathing areas	8.0	8.4	8.6	8.6	8.4
Tranquility	8.1	8.5	8.3	8.7	8.3
Cleanliness	8.0	8.3	8.0	8.0	8.1
Quality of the environment	8.0	8.3	7.7	8.4	7.9
Scenery	7.9	8.2	7.4	8.7	7.7
Restaurants	7.9	8.1	7.8	8.2	7.9
Quality of restaurants	7.9	8.0	7.9	8.0	7.9
Treatment from restaurant staff	8.3	8.4	8.1	8.5	8.2
Prices	7.8	7.9	7.7	8.0	7.8
Local food and drink	7.5	7.8	7.5	8.2	7.6
Leisure activities	7.4	7.5	7.2	7.9	7.3
Cultural activities	7.2	7.1	6.7	6.9	6.9
Sporting activities	7.8	8.2	7.8	8.5	8.0
Health-related activities, wellness	7.6	7.6	7.5	8.1	7.6
Organized excursions	7.8	7.9	7.6	8.5	7.7
Recreational facilities for children	7.5	7.4	7.4	8.3	7.4
Theme parks	7.1	7.2	7.1	8.4	7.1
Golf	7.6	6.8	6.7	7.7	7.0
Nightlife, fun	7.1	7.4	6.2	7.4	6.7
Services and infrastructures	8.2	8.2	7.9	7.8	8.0
Bus services	7.9	7.7	7.1	7.5	7.4
Hospitality	8.6	8.7	8.5	8.8	8.6
Security	8.5	8.5	8.4	7.9	8.4
Taxi services	8.5	8.2	8.1	7.6	8.2
State of roads	8.2	8.1	7.9	7.4	8.0
Car rental	8.2	8.2	8.1	8.0	8.1
Quality and variety of shops	7.5	7.7	7.1	7.4	7.4
Total	7.94	8.11	7.86	8.21	7.95

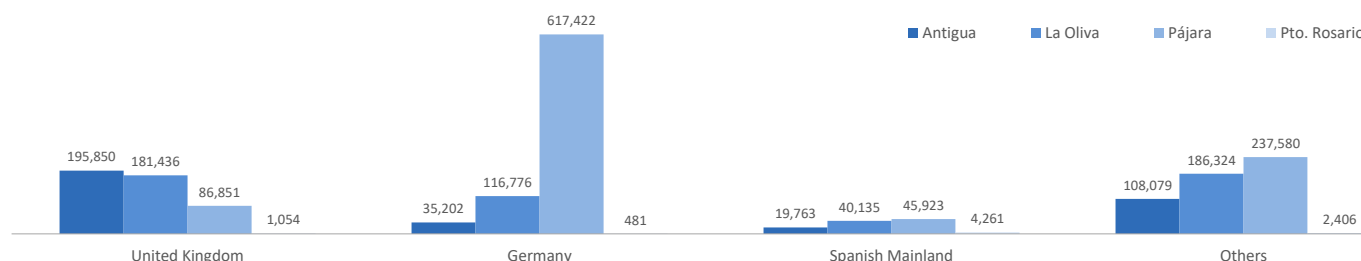
How many are loyal to the destination?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Repeat tourists					
- Germany	77.9%	78.3%	79.1%	22.5%	78.7%
- Spanish Mainland	89.3%	87.5%	90.3%	79.5%	88.6%
- United Kingdom	89.0%	88.4%	81.5%	80.4%	87.4%
- Others	63.1%	63.1%	63.7%	64.9%	63.2%
Repeater (more than 3 visits)					
- Germany	23.2%	32.1%	36.1%	22.5%	34.6%
- Spanish Mainland	36.8%	44.1%	38.5%	33.9%	40.0%
- United Kingdom	48.3%	48.1%	34.4%	18.5%	45.6%
- Others	17.5%	21.5%	18.3%	24.4%	19.6%

Share of tourists by municipality (2016)



Tourist arrivals by municipality (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC).