

# PROFILE OF TOURIST VISITING FUERTEVENTURA 2021



## How many are they and how much do they spend?

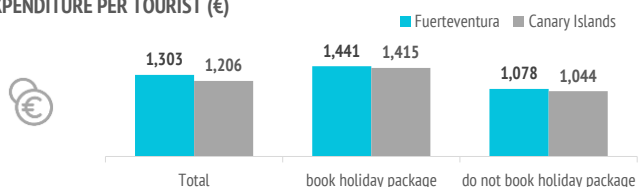


	Fuerteventura	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>969,772</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>843,805</b>	<b>5,827,892</b>
- book holiday package	522,465	2,549,012
- do not book holiday package	321,340	3,278,880
- % tourists who book holiday package	61.9%	43.7%
Share of total tourist	14.5%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,303</b>	<b>1,206</b>
- holiday package	1,184	1,135
- others	257	280
<b>- do not book holiday package</b>	<b>1,078</b>	<b>1,044</b>
- flight	249	248
- accommodation	461	369
- others	367	427
<b>Average lenght of stay</b>	<b>9.18</b>	<b>9.54</b>
- book holiday package	8.93	8.59
- do not book holiday package	9.58	10.28
<b>Average daily expenditure (€)</b>	<b>153.2</b>	<b>144.0</b>
- book holiday package	170.9	172.8
- do not book holiday package	124.5	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,099</b>	<b>7,028</b>
- book holiday package	753	3,606
- do not book holiday package	346	3,422

### AVERAGE LENGHT OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



## Where did they spend their main holiday last year?\*

	Fuerteventura	Canary Islands
Didn't have holidays	33.9%	35.7%
Canary Islands	16.3%	17.6%
Other destination	49.8%	46.8%

## What other destinations do they consider for this trip?\*

	Fuerteventura	Canary Islands
None	24.4%	29.4%
Canary Islands (other island)	27.2%	25.4%
Other destination	48.4%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

## Importance of each factor in the destination choice



	Fuerteventura	Canary Islands
Climate	79.8%	76.0%
Sea	69.5%	52.0%
Beaches	67.2%	44.6%
Tranquility	56.4%	48.5%
Safety	53.6%	49.0%
European belonging	44.5%	40.2%
Accommodation supply	43.7%	37.8%
Effortless trip	40.3%	34.9%
Price	32.3%	32.4%
Landscapes	30.6%	39.1%
Environment	28.1%	34.7%
Authenticity	24.4%	24.4%
Gastronomy	24.3%	27.9%
Fun possibilities	20.5%	22.4%
Exoticism	12.8%	14.5%
Hiking trail network	7.0%	12.1%
Shopping	6.5%	8.8%
Historical heritage	5.8%	9.1%
Culture	5.2%	8.7%
Nightlife	4.4%	8.4%

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.

### % TOURISTS WHO CHOOSE BEACHES



## What is the main motivation for their holidays?



	Fuerteventura	Canary Islands
Rest	61.7%	50.7%
Enjoy family time	8.8%	14.0%
Have fun	4.5%	7.3%
Explore the destination	19.0%	23.3%
Practice their hobbies	4.4%	2.6%
Other reasons	1.6%	2.1%



## How far in advance do they book their trip?



	Fuerteventura	Canary Islands
The same day	0.7%	1.0%
Between 1 and 30 days	44.6%	42.5%
Between 1 and 2 months	25.0%	26.7%
Between 3 and 6 months	18.7%	18.7%
More than 6 months	11.0%	11.1%

# PROFILE OF TOURIST VISITING FUERTEVENTURA 2021



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

	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	46.5%	45.7%
Friends or relatives	22.8%	30.9%
Internet or social media	57.9%	53.5%
Mass Media	1.6%	2.3%
Travel guides and magazines	7.2%	7.0%
Travel Blogs or Forums	8.4%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	28.5%	19.4%
Public administrations or similar	1.0%	1.9%
Others	1.7%	2.9%

\* Multi-choise question

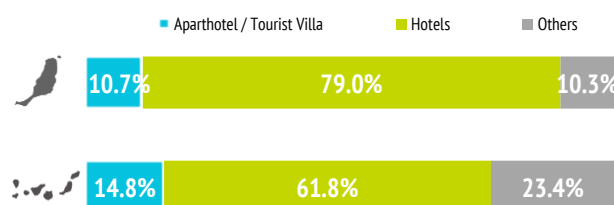
## With whom did they book their flight and accommodation?

	Fuerteventura	Canary Islands
<b>Flight</b>		
- Directly with the airline	36.8%	52.8%
- Tour Operator or Travel Agency	63.2%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	27.9%	39.9%
- Tour Operator or Travel Agency	72.1%	60.1%

## Where do they stay?

	Fuerteventura	Canary Islands
1-2-3* Hotel	18.1%	11.5%
4* Hotel	56.7%	39.4%
5* Hotel / 5* Luxury Hotel	4.2%	10.9%
Aparthotel / Tourist Villa	10.7%	14.8%
House/room rented in a private dwelling	3.8%	6.9%
Private accommodation (1)	3.2%	9.9%
Others (Cottage, cruise, camping,...)	3.3%	6.6%

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



## What do they book?

	Fuerteventura	Canary Islands
Room only	16.2%	28.1%
Bed and Breakfast	5.9%	15.3%
Half board	15.8%	19.5%
Full board	5.5%	3.2%
All inclusive	56.6%	33.8%

56.65% of tourists book all inclusive.

(Canary Islands: 33.8%)

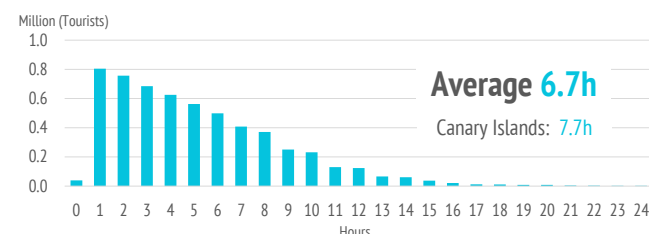
## Other expenses

	Fuerteventura	Canary Islands
Restaurants or cafes	46.9%	66.9%
Supermarkets	49.0%	55.6%
Car rental	32.9%	37.3%
Organized excursions	19.9%	23.7%
Taxi, transfer, chauffeur service	52.4%	46.0%
Theme Parks	2.9%	8.6%
Sport activities	11.2%	9.3%
Museums	2.0%	4.7%
Flights between islands	7.7%	6.3%

## Activities in the Canary Islands

Outdoor time per day	Fuerteventura	Canary Islands
0 hours	4.7%	2.4%
1 - 2 hours	14.2%	10.0%
3 - 6 hours	32.8%	30.1%
7 - 12 hours	40.4%	47.1%
More than 12 hours	7.9%	10.5%

## TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fuerteventura	Canary Islands
Beach	88.9%	75.1%
Walk, wander	63.8%	72.2%
Swimming pool, hotel facilities	58.1%	57.5%
Explore the island on their own	50.0%	52.5%
Swim	47.7%	38.8%
Taste Canarian gastronomy	23.4%	30.2%
Hiking	17.5%	22.5%
Organized excursions	14.3%	16.0%
Sea excursions / whale watching	11.1%	13.5%
Surf	8.3%	4.8%
Practice other sports	8.0%	5.9%
Nightlife / concerts / shows	7.6%	12.3%
Other Nature Activities	7.1%	9.5%
Running	7.0%	7.6%
Theme parks	5.7%	12.2%
Beauty and health treatments	5.3%	5.6%
Wineries / markets / popular festivals	5.3%	10.0%
Museums / exhibitions	5.2%	10.7%
Cycling / Mountain bike	4.7%	4.2%
Scuba Diving	4.3%	4.2%
Windsurf / Kitesurf	4.2%	1.5%
Astronomical observation	4.2%	4.2%
Golf	2.0%	2.3%

\* Multi-choise question

FUERTEVENTURA CANARY ISLANDS

BEACH

88.9%

75.1%



# PROFILE OF TOURIST VISITING FUERTEVENTURA 2021



## Which places do they visit in Fuerteventura?

	%	Absolute
Jandía Beach	49.3%	413,120
Corralejo Dunes and Isle of Lobos	35.0%	293,230
Cotillo	28.1%	235,364
Betancuria	22.5%	188,827
Cofete	21.8%	182,546
Betancuria Viewpoint	18.2%	152,189
Montaña Sagrada de Tindaya	8.3%	69,645
Sicasumbre Viewpoint	7.7%	64,625
Aloe Vera Museum	6.3%	53,169
Museums	4.0%	33,717
La Casa de los Coroneles	3.9%	32,730

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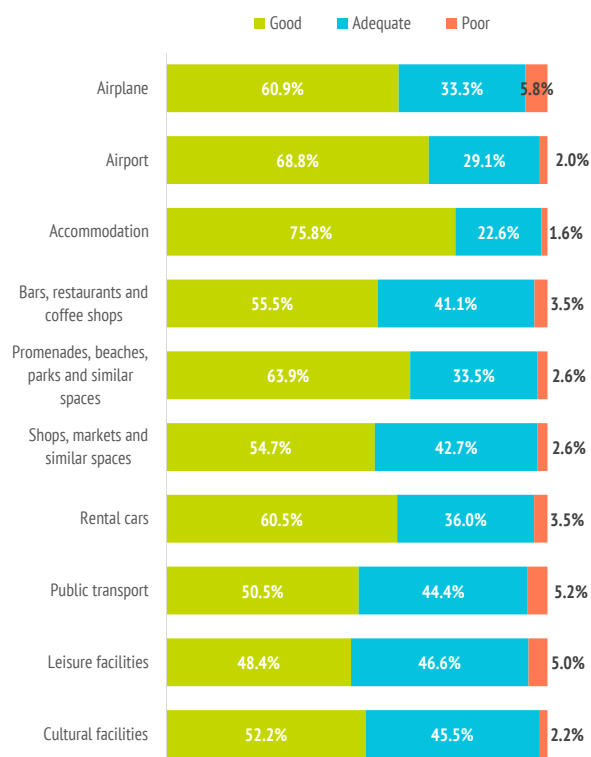
**5 in 10** tourists in Fuerteventura visit  
**Jandía Beaches**

## Health safety

Planning the trip: Importance	Fuerteventura	Canary Islands
Average rating (scale 0-10)	8.21	7.99

During the stay: Rate	Fuerteventura	Canary Islands
Average rating (scale 0-10)	8.54	8.42

## HEALTH SAFETY MEASURES (RATE)



## How many islands do they visit during their trip?



	Fuerteventura	Canary Islands
One island	90.7%	90.9%
Two islands	8.7%	7.8%
Three or more islands	0.7%	1.3%

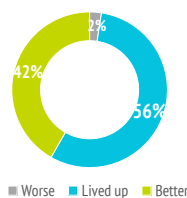
## How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Fuerteventura	Canary Islands
Average rating	8.86	8.86

Experience in the Canary Islands	Fuerteventura	Canary Islands
Worse or much worse than expected	2.4%	2.7%
Lived up to expectations	55.8%	51.4%
Better or much better than expected	41.8%	45.9%

Future intentions (scale 1-10)	Fuerteventura	Canary Islands
Return to the Canary Islands	8.86	8.86
Recommend visiting the Canary Island	9.07	9.10



■ Worse ■ Lived up ■ Better

**8.86/10**

Experience in the  
Canary Islands



**9.07/10**

Recommend visiting  
the Canary Islands

## How many are loyal to the Canary Islands?



	in Fuerteventura	in the Canary Islands
Fuerteventura: Repeat tourists	62.1%	29.4%
Fuerteventura: At least 10 previous visits	8.5%	1.7%
Canary Islands: Repeat tourists	69.7%	68.0%
Canary Islands: At least 10 previous visits	16.9%	18.3%

## MAIN SOURCE MARKETS: REPEAT TOURISTS

Germany **71%**  
S. Mainland **69%**  
UK **65%**  
France **42%**

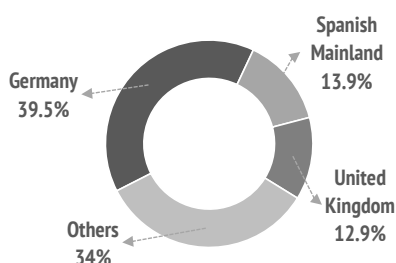


# PROFILE OF TOURIST VISITING FUERTEVENTURA 2021

## Where are they from?



	%	Absolute
Germany	39.5%	333,335
Spanish Mainland	13.9%	117,343
United Kingdom	12.9%	108,647
France	7.9%	66,526
Italy	6.6%	55,690
Poland	6.5%	54,834
Netherlands	2.9%	24,393
Denmark	1.9%	16,174
Sweden	1.5%	12,534
Switzerland	1.3%	11,258
Belgium	1.2%	9,803
Ireland	1.2%	9,729
Czech Republic	0.9%	7,333
Luxembourg	0.4%	3,160
Austria	0.3%	2,456
Portugal	0.3%	2,387
Finland	0.2%	1,808
Others	0.8%	6,394



## Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	10.9%	13.5%
Only with partner	52.1%	48.2%
Only with children (< 13 years old)	4.4%	3.9%
Partner + children (< 13 years old)	5.2%	4.9%
Other relatives	7.0%	8.4%
Friends	7.6%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.1%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>13.2%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.7%	1.2%
- Between 3 and 12 years old	10.6%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
<b>Tourists without children</b>	<b>86.8%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	14.3%	16.5%
- 2 people	59.7%	56.7%
- 3 people	10.1%	10.7%
- 4 or 5 people	14.1%	13.6%
- 6 or more people	1.9%	2.5%
<b>Average group size:</b>	<b>2.36</b>	<b>2.37</b>

\*People who share the main expenses of the trip

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

## Who are they?



	Fuerteventura	Canary Islands
<b>Gender</b>		
Men	51.0%	49.6%
Women	49.0%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	43.8	43.3
Standard deviation	15.3	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.1%	11.9%
25 - 30 years old	14.8%	14.8%
31 - 45 years old	30.2%	30.2%
46 - 60 years old	29.2%	26.6%
Over 60 years old	15.6%	16.4%
<b>Occupation</b>		
Salaried worker	59.0%	57.8%
Self-employed	11.8%	11.1%
Unemployed	1.2%	1.7%
Business owner	10.8%	10.0%
Student	5.2%	5.9%
Retired	11.0%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.6%	0.9%
<b>Annual household income level</b>		
Less than €25,000	13.9%	16.1%
€25,000 - €49,999	37.7%	37.0%
€50,000 - €74,999	23.8%	23.4%
More than €74,999	24.6%	23.5%
<b>Education level</b>		
No studies	1.6%	2.2%
Primary education	1.8%	2.2%
Secondary education	18.3%	18.8%
Higher education	78.3%	76.9%



Pictures: Freepik.com