

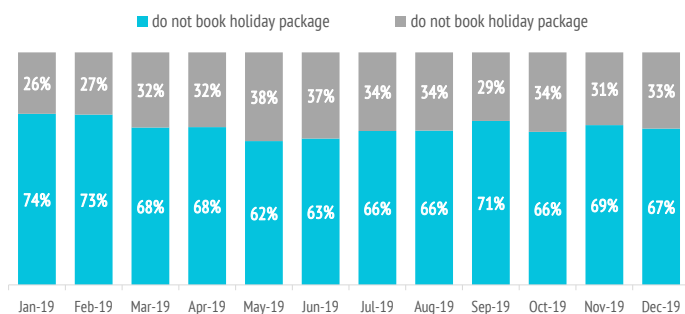
PROFILE OF TOURIST VISITING FUERTEVENTURA 2019

How many are they and how much do they spend?



	Fuerteventura	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	1,894,946	15,110,866
Tourist arrivals > 15 years old (EGT)	1,659,115	13,271,035
- book holiday package	1,230,627	7,426,022
- do not book holiday package	428,488	5,845,014
- % tourists who book holiday package	74.2%	56.0%
Share of total tourist	12.5%	100%

% TOURISTS



Source: Frontur (ISTAC)

Expenditure per tourist (€)	1,169	1,136
- book holiday package	1,214	1,268
- holiday package	1,055	1,031
- others	159	237
- do not book holiday package	1,040	967
- flight	294	263
- accommodation	410	321
- others	336	383
Average length of stay	9.27	9.09
- book holiday package	9.06	8.64
- do not book holiday package	9.87	9.68
Average daily expenditure (€)	136.6	138.9
- book holiday package	141.2	155.4
- do not book holiday package	123.2	117.9
Total turnover (> 15 years old) (€m)	1,940	15,070
- book holiday package	1,495	9,416
- do not book holiday package	446	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



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	79.1%	78.4%
Sea	60.1%	44.4%
Beaches	58.4%	37.7%
Tranquility	56.1%	47.6%
Safety	56.0%	51.9%
Accommodation supply	46.0%	42.9%
European belonging	40.5%	36.1%
Effortless trip	39.7%	35.2%
Price	38.0%	37.4%
Environment	29.3%	33.2%
Landscapes	27.0%	33.1%
Gastronomy	21.6%	23.2%
Authenticity	19.9%	20.3%
Fun possibilities	17.9%	21.1%
Exoticism	10.5%	11.4%
Shopping	7.9%	9.4%
Hiking trail network	6.7%	9.6%
Historical heritage	5.9%	8.2%
Culture	5.9%	8.0%
Nightlife	4.9%	8.0%

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.

% TOURISTS WHO CHOOSE BEACHES



FUERTEVENTURA
58.4%



CANARY ISLANDS
37.7%

What is the main motivation for their holidays?



	Fuerteventura	Canary Islands
Rest	62.0%	55.5%
Enjoy family time	10.9%	14.4%
Have fun	5.2%	8.6%
Explore the destination	16.6%	17.8%
Practice their hobbies	3.4%	1.9%
Other reasons	1.9%	1.8%



REST



62.0%



55.5%

How far in advance do they book their trip?



	Fuerteventura	Canary Islands
The same day	0.5%	0.7%
Between 1 and 30 days	22.3%	23.8%
Between 1 and 2 months	23.0%	22.8%
Between 3 and 6 months	34.4%	32.7%
More than 6 months	19.9%	20.0%

PROFILE OF TOURIST VISITING FUERTEVENTURA 2019

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

	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	51.9%	51.9%
Friends or relatives	20.4%	27.1%
Internet or social media	53.5%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.5%	8.4%
Travel Blogs or Forums	5.3%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	28.7%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.5%	2.4%

* Multi-choise question

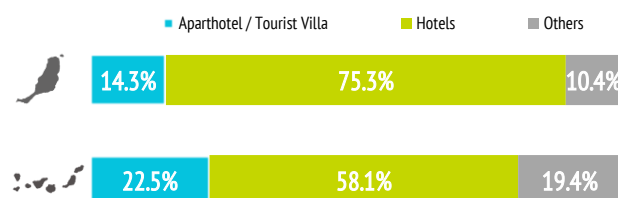
With whom did they book their flight and accommodation?

	Fuerteventura	Canary Islands
Flight		
- Directly with the airline	30.0%	42.9%
- Tour Operator or Travel Agency	70.0%	57.1%
Accommodation		
- Directly with the accommodation	22.5%	31.5%
- Tour Operator or Travel Agency	77.5%	68.5%

Where do they stay?

	Fuerteventura	Canary Islands
1-2-3* Hotel	17.2%	11.5%
4* Hotel	53.5%	37.6%
5* Hotel / 5* Luxury Hotel	4.6%	9.0%
Aparthotel / Tourist Villa	14.3%	22.5%
House/room rented in a private dwelling	3.0%	5.9%
Private accommodation (1)	4.1%	7.2%
Others (Cottage, cruise, camping...)	3.2%	6.3%

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



What do they book?

	Fuerteventura	Canary Islands
Room only	12.8%	27.9%
Bed and Breakfast	4.5%	12.4%
Half board	18.8%	21.2%
Full board	6.7%	3.6%
All inclusive	57.1%	34.9%

57.1% of tourists book all inclusive.
(Canary Islands: 34.9%)

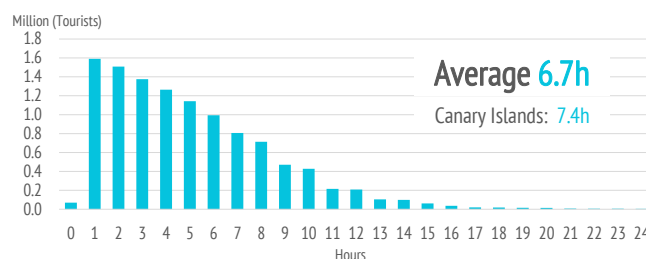
Other expenses

	Fuerteventura	Canary Islands
Restaurants or cafes	41.7%	59.1%
Supermarkets	40.0%	52.1%
Car rental	26.0%	26.3%
Organized excursions	15.6%	20.6%
Taxi, transfer, chauffeur service	56.6%	50.0%
Theme Parks	4.6%	7.5%
Sport activities	7.0%	5.7%
Museums	2.0%	4.6%
Flights between islands	4.4%	4.4%

Activities in the Canary Islands

Outdoor time per day	Fuerteventura	Canary Islands
0 hours	4.2%	2.1%
1 - 2 hours	13.0%	9.8%
3 - 6 hours	34.3%	32.6%
7 - 12 hours	42.4%	47.1%
More than 12 hours	6.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fuerteventura	Canary Islands
Beach	76.8%	66.3%
Walk, wander	58.4%	69.8%
Swimming pool, hotel facilities	53.5%	58.2%
Explore the island on their own	40.4%	45.2%
Taste Canarian gastronomy	18.1%	24.2%
Sport activities	17.5%	13.4%
Organized excursions	14.7%	16.9%
Activities at sea	12.3%	10.0%
Nature activities	9.0%	10.4%
Nightlife / concerts / shows	8.5%	15.5%
Wineries / markets / popular festivals	7.7%	11.6%
Theme parks	7.5%	14.1%
Sea excursions / whale watching	7.0%	11.1%
Museums / exhibitions	5.5%	10.1%
Beauty and health treatments	4.7%	5.4%
Astronomical observation	2.8%	3.5%

* Multi-choise question

FUERTEVENTURA CANARY ISLANDS

BEACH 76.8% 66.3%

SPORT ACTIVITIES 17.5% 13.4%



Which places do they visit in Fuerteventura?

	%	Absolute
Jandía Beach	37.3%	616,025
Corralejo Dunes and Isle of Lobos	27.8%	458,634
Cotillo	23.3%	383,983
Betancuria	19.6%	324,130
Betancuria Viewpoint	15.3%	252,516
Cofete	14.7%	243,120
Aloe Vera Museum	8.4%	139,176
Montaña Sagrada de Tindaya	7.4%	121,725
Sicasumbre Viewpoint	5.2%	85,665
Museums	5.0%	82,173
La Casa de los Coroneles	4.0%	66,472

”

4 in 10 tourists in Fuerteventura visit
Jandía Beaches

Internet usage during their trip

	Fuerteventura	Canary Islands
Research		
- Tourist package	16.4%	14.8%
- Flights	13.3%	13.0%
- Accommodation	19.0%	16.9%
- Transport	13.4%	15.7%
- Restaurants	23.5%	28.4%
- Excursions	25.4%	26.2%
- Activities	28.6%	30.1%
Book or purchase		
- Tourist package	45.2%	39.4%
- Flights	57.1%	66.7%
- Accommodation	50.4%	57.3%
- Transport	44.8%	47.6%
- Restaurants	9.4%	12.1%
- Excursions	10.4%	13.0%
- Activities	12.2%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Fuerteventura	Canary Islands
Did not use the Internet	10.4%	8.3%
Used the Internet	89.6%	91.7%
- Own Internet connection	33.7%	37.4%
- Free Wifi connection	41.3%	39.5%
Applications*		
- Search for locations or maps	54.7%	61.7%
- Search for destination info	39.1%	44.8%
- Share pictures or trip videos	56.6%	56.0%
- Download tourist apps	7.1%	7.0%
- Others	24.7%	22.6%

* Multi-choice question

How many islands do they visit during their trip?

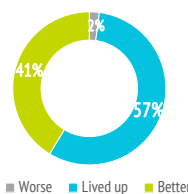
	Fuerteventura	Canary Islands
One island	90.2%	91.4%
Two islands	8.6%	7.2%
Three or more islands	1.2%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Fuerteventura	Canary Islands
Average rating	8.69	8.70

Experience in the Canary Islands	Fuerteventura	Canary Islands
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	56.5%	55.6%
Better or much better than expected	41.3%	42.1%

Future intentions (scale 1-10)	Fuerteventura	Canary Islands
Return to the Canary Islands	8.74	8.73
Recommend visiting the Canary Island	8.94	8.95



Experience in the
Canary Islands



Return to the Canary
Islands



Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	in Fuerteventura	in the Canary Islands
Fuerteventura: Repeat tourists	62.2%	30.2%
Fuerteventura: At least 10 previous visits	7.3%	1.4%
Canary Islands: Repeat tourists	72.0%	72.2%
Canary Islands: At least 10 previous visits	16.5%	18.6%

TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	74%
Germany	69%
UK	67%
Nordics	65%
Spain	62%

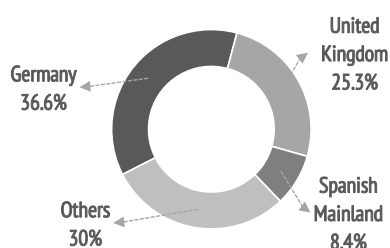


PROFILE OF TOURIST VISITING FUERTEVENTURA 2019

Where are they from?



	%	Absolute
Germany	36.6%	607,724
United Kingdom	25.3%	419,136
Spanish Mainland	8.4%	140,184
France	5.9%	97,545
Italy	4.7%	78,701
Poland	3.8%	62,964
Netherlands	2.6%	42,561
Ireland	1.9%	31,826
Switzerland	1.9%	31,318
Sweden	1.8%	30,007
Denmark	1.5%	25,128
Czech Republic	1.1%	18,884
Austria	0.9%	15,740
Belgium	0.8%	13,342
Finland	0.5%	8,782
Norway	0.4%	6,559
Portugal	0.4%	6,450
Others	1.3%	22,264



Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	8.1%	9.6%
Only with partner	50.8%	48.1%
Only with children (< 13 years old)	6.0%	5.6%
Partner + children (< 13 years old)	6.6%	6.5%
Other relatives	8.0%	9.3%
Friends	4.9%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	15.0%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	18.3%	17.7%
- Between 0 and 2 years old	1.2%	1.6%
- Between 3 and 12 years old	15.9%	14.8%
- Between 0 -2 and 3-12 years	1.2%	1.4%
Tourists without children	81.7%	82.3%
Group composition:		
- 1 person	11.2%	13.2%
- 2 people	57.4%	55.1%
- 3 people	12.1%	12.0%
- 4 or 5 people	16.2%	16.3%
- 6 or more people	3.2%	3.5%
Average group size:	2.55	2.54

Who are they?



	Fuerteventura	Canary Islands
Gender		
Men	49.1%	48.6%
Women	50.9%	51.4%
Age		
Average age (tourist > 15 years old)	49.2	47.1
Standard deviation	15.2	15.4
Age range (> 15 years old)		
16 - 24 years old	5.4%	7.3%
25 - 30 years old	8.7%	10.9%
31 - 45 years old	26.2%	28.0%
46 - 60 years old	33.9%	31.8%
Over 60 years old	25.7%	22.1%
Occupation		
Salaried worker	54.4%	55.0%
Self-employed	11.1%	11.5%
Unemployed	0.9%	1.1%
Business owner	10.0%	9.4%
Student	2.9%	3.5%
Retired	19.3%	17.9%
Unpaid domestic work	0.9%	0.8%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	15.6%	17.5%
€25,000 - €49,999	39.9%	37.5%
€50,000 - €74,999	21.9%	22.8%
More than €74,999	22.5%	22.2%
Education level		
No studies	3.5%	5.0%
Primary education	3.3%	2.6%
Secondary education	24.4%	23.6%
Higher education	68.8%	68.9%



4 IN 10 TOURISTS ARE
GERMAN
49 YEARS OLD
AVERAGE AGE

51%
ONLY WITH
PARTNER



Pictures: Freepik.com

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.