

Tourist profile by municipality

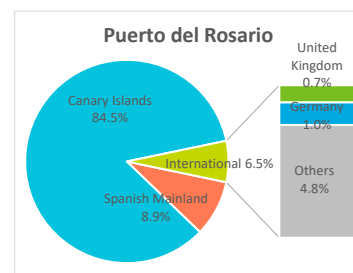
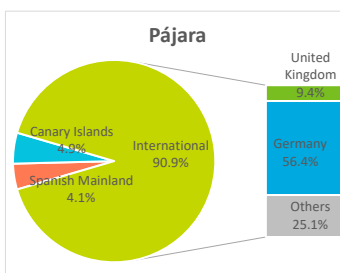
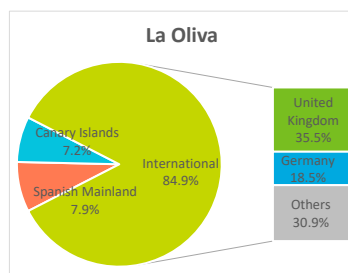
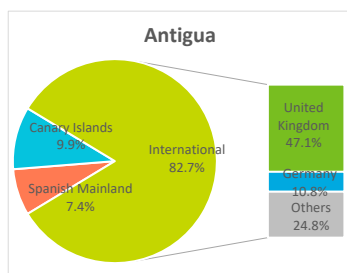
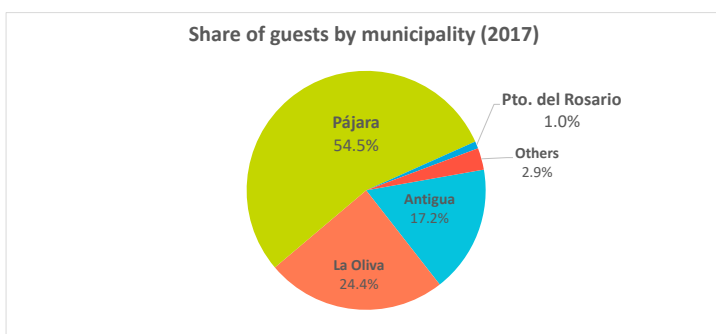
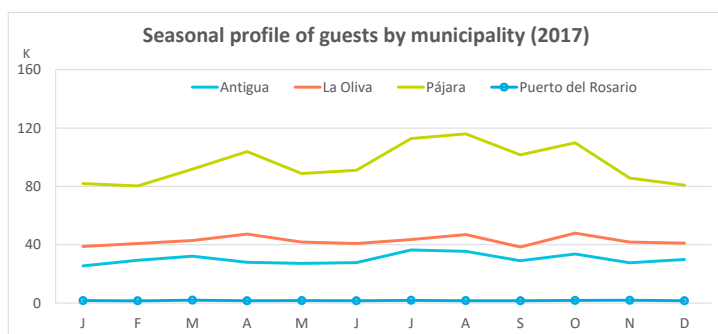
Fuerteventura (2017)



GUESTS IN ACCOMMODATION

	Municipality of stay						Accommodation type	
Place of residence:	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	299,153	434,930	1,040,486	1,337	55,850	1,831,756	1,474,519	357,237
- United Kingdom	170,484	181,883	108,114	151	2,221	462,853	357,680	105,173
- Germany	38,926	94,752	644,783	197	18,867	797,525	657,185	140,340
Spanish Mainland	26,705	40,536	47,290	1,828	4,317	120,676	93,806	26,870
Canary Islands	35,902	36,806	56,435	17,265	1,582	147,990	103,165	44,825
Total	361,760	512,272	1,144,211	20,430	61,749	2,100,422	1,671,490	428,932

	Municipality of stay (%)						Accommodation type (%)	
Place of residence:	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	82.7%	84.9%	90.9%	6.5%	90.4%	87.2%	88.2%	83.3%
- United Kingdom	47.1%	35.5%	9.4%	0.7%	3.6%	22.0%	21.4%	24.5%
- Germany	10.8%	18.5%	56.4%	1.0%	30.6%	38.0%	39.3%	32.7%
Spanish Mainland	7.4%	7.9%	4.1%	8.9%	7.0%	5.7%	5.6%	6.3%
Canary Islands	9.9%	7.2%	4.9%	84.5%	2.6%	7.0%	6.2%	10.5%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)						Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
Bednights								
International	2,418,125	3,810,933	9,537,691	3,819	440,860	16,211,428	12,665,119	3,546,309
- United Kingdom	1,399,049	1,620,510	901,026	378	17,353	3,938,316	2,905,261	1,033,055
- Germany	330,135	897,139	901,026	505	5,633,221	7,762,026	6,229,565	1,532,461
Spanish Mainland	147,879	257,747	272,621	4,579	16,391	699,217	532,070	167,147
Canary Islands	272,995	170,524	278,357	33,355	5,865	761,096	439,107	321,989
Total	2,838,999	4,239,204	10,088,669	41,753	463,116	17,671,741	13,636,296	4,035,445
Length of stay								
International	8.1	8.8	9.2	2.9	--	8.9	8.6	9.9
- United Kingdom	8.2	8.9	8.3	2.5	--	8.5	8.1	9.8
- Germany	8.5	9.5	9.9	2.6	--	9.7	9.5	10.9
Spanish Mainland	6.7	5.5	5.3	2.0	--	5.4	4.9	6.8
Canary Islands	7.6	4.6	4.9	1.9	--	5.1	4.3	7.2
Total	7.9	8.3	8.8	2.0	--	8.4	8.2	9.4
ADR (€)	61.5	84.8	86.4	52.4	--	81.5	90.4	48.0
RevPar (€)	49.4	72.9	73.6	30.0	--	68.8	77.7	38.0
Bed-space occupancy rate (%)	72.7	77.4	79.0	51.5	--	77.7	81.8	66.5
Occupancy rate per room/apart. (%)	80.4	86.0	85.1	57.2	--	84.4	86.0	79.2

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 (2017)



Profile of tourist visiting Fuerteventura by municipality of stay

How many are they and how much do they spend?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Tourist arrivals (> 16 years old)	343,832	546,061	1,002,118	9,346	1,938,908
Average daily expenditure (€)	124.25	132.59	141.06	137.03	135.64
. in their place of residence	92.09	97.66	116.69	85.05	106.67
. in the Canary Islands	32.16	34.93	24.37	51.97	28.96
Average lenght of stay	9.07	9.02	9.36	11.03	9.23
Turnover per tourist (€)	1,019	1,119	1,243	1,225	1,168
Total turnover (> 16 years old) (€m)	350	611	1,246	11.4	2,264
Share of total turnover	15.5%	27.0%	55.0%	0.5%	100%
Share of total tourists	17.7%	28.2%	51.7%	0.5%	100%

Where are they from?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Tourists (> 16 years old)					
United Kingdom	188,872	197,405	100,472	1,215	490,641
Germany	33,558	132,703	605,467	904	789,085
Spanish Mainland	16,227	39,921	41,525	3,276	102,480
Others	105,175	176,032	254,655	3,951	556,702
Share by place of residence (%)					
United Kingdom	38.5%	40.2%	20.5%	0.2%	100%
Germany	4.3%	16.8%	76.7%	0.1%	100%
Spanish Mainland	15.8%	39.0%	40.5%	3.2%	100%
Others	18.9%	31.6%	45.7%	0.7%	100%

How do they book?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Flight booking					
Tour Operator	50.7%	49.6%	47.9%	13.0%	48.8%
Airline	23.4%	23.4%	9.5%	64.0%	16.2%
Travel agency (High street)	14.2%	15.4%	30.7%	10.9%	23.1%
Online Travel Agency (OTA)	11.7%	11.7%	11.9%	12.1%	11.9%
Accommodation booking					
Tour Operator	51.5%	49.7%	47.1%	23.8%	48.6%
Accommodation	13.6%	14.0%	6.5%	32.5%	10.1%
Travel agency (High street)	15.3%	17.3%	33.5%	4.1%	25.5%
Online Travel Agency (OTA)	19.5%	19.0%	12.8%	39.6%	15.9%

What do they book at their place of residence?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Flight only	5.1%	4.7%	1.5%	31.7%	3.2%
Flight & accommodation (room only)	24.6%	27.0%	6.2%	39.3%	15.6%
Flight & accommodation (B&B)	6.2%	5.1%	1.8%	11.7%	3.7%
Flight & accommodation (half board)	14.3%	18.7%	18.5%	2.8%	17.9%
Flight & accommodation (full board)	3.1%	4.0%	7.2%	4.5%	5.6%
Flight & accommodation (all inclusive)	46.2%	39.7%	64.2%	7.2%	53.3%
% Tourists using low-cost airlines	62.1%	53.2%	38.2%	71.0%	46.8%
Other expenses in their place of residence:					
- Excursions	4.2%	5.0%	5.8%	7.4%	5.2%
- Car rental	12.0%	14.6%	11.8%	35.8%	12.9%
- Other expenses	6.9%	10.5%	15.5%	8.9%	12.9%

What is their main reason for coming?



Trip reasons	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Holidays	98.3%	98.1%	98.5%	74.7%	98.2%
Professional or family reasons	1.2%	1.5%	1.1%	25.3%	1.4%
Other reason	0.6%	0.5%	0.4%	0.0%	0.4%

Who are they?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Gender					
Percentage of men	43.9%	48.5%	45.4%	65.1%	46.2%
Percentage of women	56.1%	51.5%	54.6%	34.9%	53.8%
Age range					
16-44 years old	42.6%	45.5%	39.4%	55.6%	41.8%
Over 44 years old	57.4%	54.5%	60.6%	44.4%	58.2%
Occupation					
Active	77.9%	75.0%	75.1%	92.9%	75.8%
Inactive	22.1%	25.0%	24.9%	7.1%	24.2%
Annual household income level					
€12,000 - €48,000	59.3%	52.0%	49.2%	85.1%	51.8%
More than €48,000	40.7%	48.0%	50.8%	14.9%	48.2%

Who do they come with?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Partner	76.3%	73.3%	75.6%	51.9%	75.0%
Children	31.0%	27.2%	26.0%	14.2%	27.2%
Other relatives	15.7%	10.6%	7.8%	3.2%	10.0%
Others	7.6%	9.2%	7.5%	10.5%	8.1%
With children (< 13 year old)	25.8%	20.9%	17.5%	9.8%	19.9%

* Multi-choice question

Where do they stay?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Type of accommodation					
All markets	100%	100%	100%	100%	100%
- Hotel	67.6%	63.0%	86.7%	39.5%	76.2%
- Apartment	29.0%	32.7%	12.3%	27.7%	21.2%
- Other type of accommodation	3.4%	4.3%	1.0%	32.9%	2.5%
German market	100%	100%	100%	100%	100%
- Hotel	61.3%	76.7%	85.4%	81.7%	82.7%
- Apartment	34.7%	19.4%	13.6%	18.3%	15.6%
- Other type of accommodation	3.9%	4.0%	1.0%	0.0%	1.7%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	63.8%	52.2%	83.3%	37.5%	66.3%
- Apartment	31.7%	41.5%	14.7%	24.2%	28.4%
- Other type of accommodation	4.6%	6.3%	1.9%	38.2%	5.3%
British market	100%	100%	100%	100%	100%
- Hotel	66.6%	58.4%	87.2%	25.5%	67.5%
- Apartment	29.7%	37.6%	12.0%	0.0%	29.1%
- Other type of accommodation	3.7%	4.1%	0.8%	74.5%	3.4%
Other markets	100%	100%	100%	100%	100%
- Hotel	72.1%	60.3%	90.2%	35.7%	76.6%
- Apartment	25.6%	35.4%	8.9%	41.3%	21.0%
- Other type of accommodation	2.3%	4.3%	0.9%	23.1%	2.4%
Lenght of stay by type of accommodation					
All markets					
- Hotel	8.3	8.8	9.1	11.5	8.9
- Apartment	10.4	9.3	10.5	11.5	10.0
- Other type of accommodation	12.6	11.1	15.9	10.2	12.5

How many islands did they visit in this trip?



Number of islands	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
One island	85.4%	80.4%	89.4%	68.0%	86.1%
Two islands	13.0%	17.3%	8.7%	23.7%	11.9%
Three or more islands	1.6%	2.3%	1.9%	8.3%	2.0%

Tourist profile by municipality

Fuerteventura (2017)



What did motivate them to come?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Previous visits to the Canary Islands	67.6%	66.6%	66.8%	34.3%	66.7%
Recommendation by friends/relatives	34.8%	33.2%	29.2%	37.6%	31.5%
Tour Operator's brochure or catalogue	10.5%	8.4%	9.5%	2.2%	9.2%
Recommendation by Travel Agent	8.4%	9.8%	17.8%	0.0%	13.6%
Internet	32.7%	31.9%	25.2%	31.1%	28.7%
Others	9.6%	10.3%	9.8%	27.7%	10.0%

* Multi-choise question

Why do they choose Fuerteventura?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Climate/sun	93.8%	92.4%	94.3%	63.9%	93.5%
Beaches	40.0%	54.6%	71.9%	60.9%	60.5%
Tranquillity/rest/relaxation	40.7%	41.3%	49.1%	37.2%	45.3%
Scenery	16.1%	15.7%	12.0%	26.9%	13.9%
Visiting new places	16.7%	15.0%	10.2%	24.0%	12.7%
Security	11.5%	9.6%	13.1%	3.5%	11.7%
Price	19.3%	13.0%	8.1%	4.1%	11.5%
Ease of travel	12.8%	8.0%	4.9%	6.1%	7.2%
Suitable destination for children	9.8%	7.3%	6.1%	0.0%	7.1%
Sports	4.7%	6.6%	6.8%	0.0%	6.8%
Culture	5.7%	6.2%	3.6%	4.3%	5.1%
Quality of the environment	6.4%	5.8%	3.1%	6.1%	4.5%
Others	5.9%	8.5%	3.5%	26.6%	5.5%

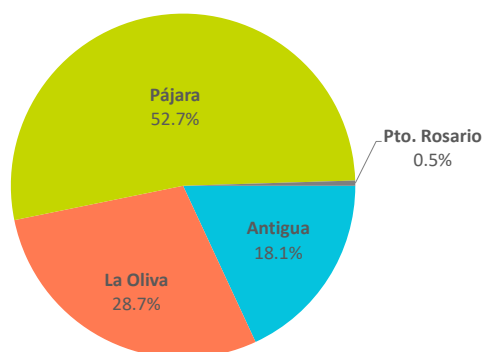
* Multi-choise question

How do they rate the destination?



Impression of their stay	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Good or very good (% tourists)	92.7%	95.3%	93.1%	92.6%	93.7%

Share of tourists by municipality (2017)



How do they rate the following features and services?



(Scale 1 - 10)	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Accommodation	7.8	8.2	8.1	7.8	8.0
Quality of accommodation	7.7	8.1	8.0	7.7	8.0
Treatment at accommodation	8.2	8.5	8.3	8.0	8.3
Quality of the food	7.5	7.8	7.8	7.5	7.8
Environmental	8.2	8.4	8.1	8.3	8.2
Climate	8.7	8.6	8.6	8.1	8.6
Bathing areas	8.2	8.5	8.6	8.3	8.5
Tranquility	8.2	8.5	8.4	8.6	8.4
Cleanliness	8.0	8.3	8.0	7.7	8.1
Quality of the environment	8.2	8.2	7.7	8.4	8.0
Scenery	8.1	8.1	7.5	8.6	7.8
Restaurants	7.9	8.1	7.8	7.6	7.9
Quality of restaurants	7.9	8.1	7.8	7.7	7.9
Treatment from restaurant staff	8.3	8.4	8.1	7.9	8.3
Prices	7.9	7.9	7.8	7.3	7.8
Local food and drink	7.6	7.8	7.5	7.6	7.6
Leisure activities	7.4	7.5	7.3	7.0	7.3
Cultural activities	7.1	7.1	6.9	7.2	7.0
Sporting activities	7.7	8.1	8.0	8.1	8.0
Health-related activities, wellness	7.4	7.5	7.5	7.3	7.5
Organized excursions	7.6	7.8	7.6	7.3	7.7
Recreational facilities for children	7.4	7.3	7.3	6.9	7.3
Theme parks	7.2	7.2	7.2	7.7	7.2
Golf	7.5	6.8	6.9	4.2	7.0
Nightlife, fun	7.2	7.4	6.3	5.9	6.8
Services and infrastructures	8.3	8.3	8.0	7.5	8.1
Bus services	7.8	7.6	7.1	7.2	7.4
Hospitality	8.6	8.7	8.5	7.7	8.6
Security	8.6	8.6	8.5	8.4	8.5
Taxi services	8.6	8.4	8.1	6.1	8.3
State of roads	8.3	8.2	8.0	7.5	8.1
Car rental	8.4	8.3	8.2	8.2	8.2
Quality and variety of shops	7.6	7.9	7.2	7.0	7.5
Total	8.0	8.1	7.9	7.8	8.0

How many are loyal to the destination?



	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Repeat tourists	78.4%	77.7%	77.3%	54.3%	77.6%
- Germany	73.8%	79.0%	82.2%	46.5%	81.2%
- Spanish Mainland	87.9%	83.8%	87.2%	81.1%	85.5%
- United Kingdom	86.6%	84.6%	86.1%	13.5%	85.6%
- Others	63.5%	67.7%	60.7%	46.6%	63.8%
Repeater (more than 3 visits)	35.8%	36.1%	34.3%	23.9%	35.0%
- Germany	29.4%	37.7%	39.8%	0.0%	38.9%
- Spanish Mainland	34.1%	28.3%	37.3%	38.5%	33.3%
- United Kingdom	44.7%	45.3%	34.2%	0.0%	42.6%
- Others	22.0%	26.1%	20.6%	25.2%	23.1%

Tourist arrivals by municipality (2017)

