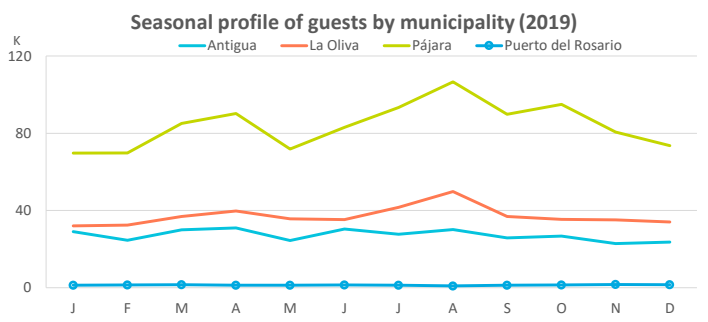
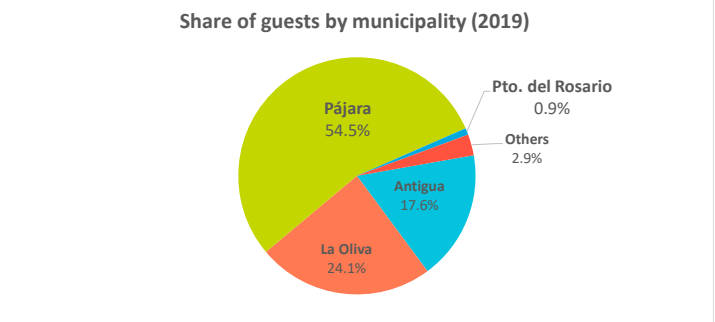
Tourist profile by municipality
Fuerteventura (2019)

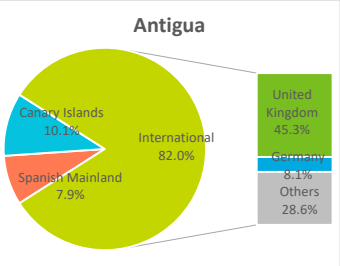
GUESTS IN ACCOMMODATION

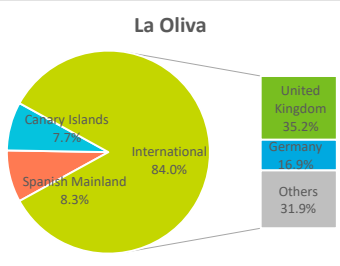
	Municipality of stay						Accommodation type	
Place of residence:	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	267,494	373,642	878,552	825	47,185	**1,567,698**	1,326,505	241,193
- United Kingdom	147,886	156,506	101,486	80	2,098	**408,056**	325,877	82,179
- Germany	26,327	75,297	524,106	147	11,894	**637,771**	546,227	91,544
Spanish Mainland	25,895	36,838	63,023	1,118	4,100	**130,974**	102,722	28,252
Canary Islands	32,937	34,455	67,145	14,955	1,825	**151,317**	105,328	45,989
Total	**326,326**	**444,935**	**1,008,720**	**16,898**	**53,110**	**1,849,989**	**1,534,555**	**315,434**

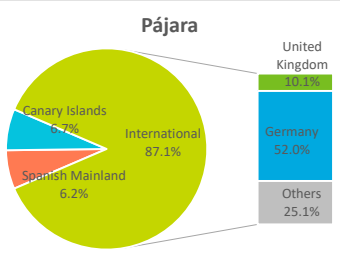
	Municipality of stay (%)						Accommodation type (%)	
Place of residence:	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	82.0%	84.0%	87.1%	4.9%	88.8%	**84.7%**	86.4%	76.5%
- United Kingdom	45.3%	35.2%	10.1%	0.5%	4.0%	**22.1%**	21.2%	26.1%
- Germany	8.1%	16.9%	52.0%	0.9%	22.4%	**34.5%**	35.6%	29.0%
Spanish Mainland	7.9%	8.3%	6.2%	6.6%	7.7%	**7.1%**	6.7%	9.0%
Canary Islands	10.1%	7.7%	6.7%	88.5%	3.4%	**8.2%**	6.9%	14.6%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

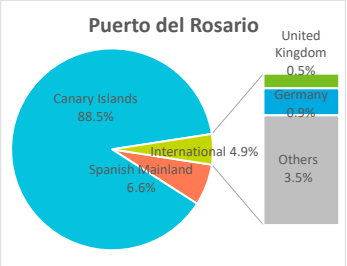












Other indicators

	Municipality (%)						Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
Bednights								
International	2,266,370	3,131,857	7,914,818	1,944	387,097	**13,702,086**	11,151,120	2,550,966
- United Kingdom	1,306,021	1,235,008	832,008	193	17,387	**3,390,617**	2,556,846	833,771
- Germany	264,848	713,347	832,008	328	4,398,796	**6,209,327**	5,088,825	1,120,502
Spanish Mainland	182,405	177,040	350,619	2,706	16,108	**728,878**	562,944	165,934
Canary Islands	177,245	143,995	313,275	27,078	7,833	**669,426**	379,083	290,343
Total	**2,626,020**	**3,452,892**	**8,578,712**	**31,728**	**411,038**	**15,100,390**	**12,093,147**	**3,007,243**
Lenght of stay								
International	8.5	8.4	9.0	2.4	--	**8.7**	8.4	10.6
- United Kingdom	8.8	7.9	8.2	2.4	--	**8.3**	7.9	10.2
- Germany	10.1	9.5	9.8	2.2	--	**9.7**	9.3	12.2
Spanish Mainland	7.0	4.8	5.6	2.4	--	**5.6**	5.5	5.9
Canary Islands	5.4	4.2	4.7	1.8	--	**4.4**	3.6	6.3
Total	**8.1**	**7.8**	**8.5**	**1.9**	**--**	**8.2**	**7.9**	**9.5**
ADR (€)	65.1	87.5	86.6	55.8	--	**83.0**	89.8	52.0
RevPar (€)	43.7	63.0	61.4	24.2	--	**58.7**	65.4	32.4
Total Revenue (€ million)	66.9	134.1	353.5	1.3	--	**569.0**	504.9	64.1
Bed-space ocuppancy rate (%)	68.3	62.7	65.0	39.2	--	**65.4**	69.0	54.0
Occupancy rate per room/apart.(%)	67.2	72.0	70.9	43.4	--	**70.7**	72.8	62.4

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
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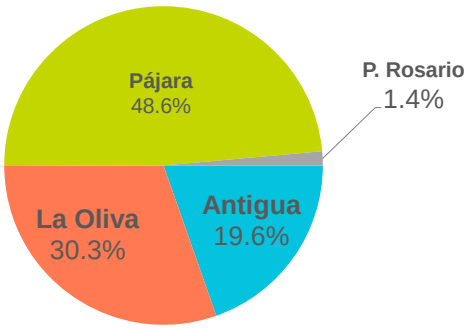
How many are they and how much do they spend?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (> 15 years old)	313,760	484,852	777,522	22,755	**1,659,115**
Average daily expenditure (€)	132.93	134.49	138.83	108.61	**136.58**
Average lenght of stay	9.00	9.16	9.44	9.33	**9.27**
Turnover per tourist (€)	1,088	1,132	1,230	783	**1,169**
Total turnover (> 15 years old) (€m)	341	549	957	17.8	**1,940**
Share of total turnover	17.6%	28.3%	49.3%	0.9%	**100%**
Share of total tourists	18.9%	29.2%	46.9%	1.4%	**100%**

Share of tourists by municipality (2019)



What is the main motivation for their holidays?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	61.9%	58.3%	64.7%	29.6%	**61.0%**
Explore the destination	16.9%	16.6%	16.1%	25.0%	**16.3%**
Other reasons	20.7%	23.6%	18.3%	34.1%	**21.1%**

How far in advance do they bok their trip?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	21.8%	22.3%	22.5%	38.6%	**22.6%**
Between 1 and 2 months	21.9%	23.7%	22.5%	29.2%	**22.8%**
More than 3 months	56.1%	53.6%	54.2%	32.2%	**54.0%**

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

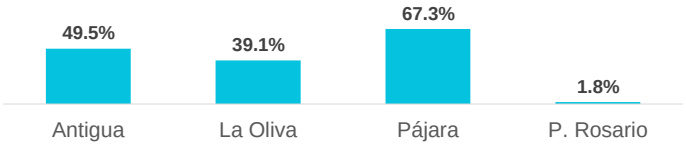
	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	54.2%	53.3%	49.9%	47.9%	**51.9%**
Friends or relatives	22.5%	24.6%	15.9%	49.1%	**20.4%**
Internet or social media	56.6%	56.3%	50.3%	37.6%	**53.5%**
Tour Operator or Travel Agency	20.8%	24.1%	35.9%	4.7%	**28.7%**
Others	19.3%	18.4%	18.1%	24.3%	**18.3%**

(*) Multi-choise question

What do they book?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	20.7%	27.3%	6.6%	47.8%	**16.3%**
Half board / Full board	19.8%	25.1%	24.4%	4.5%	**24.0%**
All inclusive	49.5%	39.1%	67.3%	1.8%	**53.6%**

ALL INCLUSIVE



(Fuerteventura: 53.6%)
(Canary Islands: 34.9%)

Importance of each factor in the destination choice

	Antigua	La Oliva	Pájara	. Rosario	FUE
Climate	77.2%	79.4%	80.4%	62.2%	**74.2%**
Sea	45.3%	57.6%	68.9%	54.4%	**45.2%**
Beaches	43.2%	54.7%	68.3%	51.6%	**39.6%**
Tranquility	50.0%	52.9%	61.6%	51.6%	**44.5%**
Safety	55.9%	53.9%	58.4%	40.3%	**46.3%**
Accommodation supply	46.8%	43.8%	48.4%	20.1%	**38.6%**
European belonging	36.0%	37.8%	44.4%	39.0%	**33.6%**
Effortless trip	40.2%	39.5%	40.4%	28.0%	**32.4%**
Price	44.4%	40.3%	34.4%	31.4%	**34.1%**
Environment	33.9%	33.0%	25.4%	32.5%	**24.1%**
Landscapes	26.5%	29.2%	25.8%	43.0%	**22.8%**
Gastronomy	21.4%	23.8%	20.5%	23.9%	**17.2%**
Authenticity	20.6%	20.0%	19.5%	26.4%	**16.7%**
Fun possibilities	17.7%	19.7%	16.4%	14.2%	**26.7%**
Exoticism	10.8%	10.8%	9.9%	18.3%	**12.5%**
Shopping	8.3%	9.0%	7.0%	6.2%	**8.6%**
Hiking trail network	5.8%	7.9%	6.1%	16.9%	**6.9%**
Historical heritage	6.9%	5.6%	5.8%	8.7%	**5.8%**
Culture	7.9%	6.3%	5.0%	4.5%	**5.1%**

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 SEA

Where do they stay?

	Antigua	La Oliva	Pájara	. Rosario	FUE
Type of accommodation					
All markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	68.7%	60.8%	88.6%	21.8%	**75.3%**
- Apartment	21.0%	22.9%	6.7%	10.2%	**14.3%**
- Other type of accommodation	10.3%	16.3%	4.8%	68.0%	**10.4%**
German market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	80.8%	75.5%	88.5%	60.0%	**85.3%**
- Apartment	8.5%	11.6%	7.7%	11.4%	**8.4%**
- Other type of accommodation	10.7%	12.9%	3.8%	28.6%	**6.2%**
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	66.0%	49.2%	86.5%	25.3%	**63.8%**
- Apartment	21.3%	20.5%	6.8%	9.2%	**14.7%**
- Other type of accommodation	12.6%	30.2%	6.7%	65.6%	**21.5%**
British market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	67.4%	61.4%	91.4%	24.2%	**69.0%**
- Apartment	24.0%	28.6%	3.8%	9.7%	**22.1%**
- Other type of accommodation	8.5%	9.9%	4.9%	66.2%	**8.9%**
Other markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	67.0%	53.2%	88.2%	8.1%	**71.7%**
- Apartment	20.3%	25.3%	5.5%	11.6%	**14.7%**
- Other type of accommodation	12.7%	21.5%	6.3%	80.3%	**13.7%**
Lenght of stay by type of accommodation					
All markets					
- Hotel	8.3	8.8	9.2	7.3	**8.9**
- Apartment	9.2	9.2	11.6	6.9	**9.7**
- Private accommodation	13.3	11.8	10.7	10.8	**11.7**
- Other type of accommodation	14.4	7.7	9.7	4.1	**9.8**

Tourist profile by municipality
Fuerteventura (2019)

Activities in the Canary Islands

Outdoor time per day	Antigua	La Oliva	Pájara	P. Rosario	FUE
0 - 8 hours	69.8%	65.2%	77.1%	41.0%	**71.6%**
More than 8 hours	30.2%	34.8%	22.9%	59.0%	**28.4%**

Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Beach	66.2%	76.0%	82.6%	69.8%	**68.1%**
Walk, wander	69.3%	64.4%	50.4%	59.0%	**55.4%**
Swimming pool, hotel facilities	57.1%	52.5%	53.7%	9.0%	**58.1%**
Explore the island on their own	42.5%	44.5%	35.8%	53.6%	**49.6%**
Taste Canarian gastronomy	19.4%	23.0%	14.1%	32.9%	**17.7%**
Sport activities	11.4%	15.9%	19.0%	15.9%	**43.8%**
Organized excursions	13.3%	15.2%	15.4%	4.6%	**11.3%**
Activities at sea	7.6%	14.2%	13.2%	5.6%	**12.5%**
Nature activities	6.5%	9.4%	9.5%	11.2%	**11.9%**
Nightlife / concerts / shows	14.0%	11.1%	4.8%	12.4%	**4.1%**
Wineries/markets/popular festivals	9.1%	11.1%	5.1%	12.6%	**6.2%**
Theme parks	7.1%	6.4%	8.4%	2.6%	**8.7%**
Sea excursions / whale watching	6.2%	8.4%	6.6%	2.8%	**6.7%**
Museums / exhibitions	6.6%	6.7%	4.1%	9.5%	**7.3%**
Beauty and health treatments	4.2%	3.9%	5.3%	2.8%	**6.8%**
Astronomical observation	1.3%	2.0%	3.7%	2.0%	**5.0%**

(*) Multi-choise question

Who do they come with?

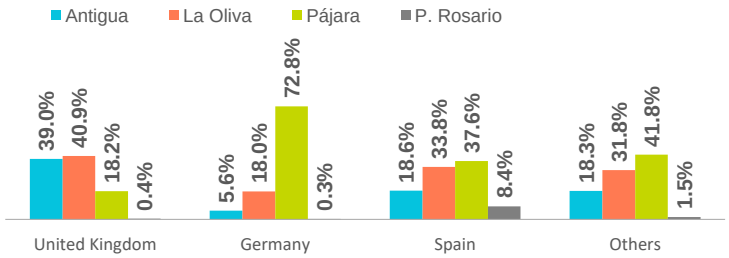
	Antigua	La Oliva	Pájara	P. Rosario	FUE
Unaccompanied	12.3%	4.6%	4.2%	3.5%	**4.6%**
Only with partner	49.8%	56.4%	55.1%	54.4%	**54.7%**
With children	10.7%	19.1%	16.6%	20.9%	**18.4%**
Other relatives	10.2%	12.4%	16.4%	15.0%	**14.5%**
Other combination	17.0%	7.5%	7.7%	6.3%	**7.9%**
With children (under the age of 13)	6.4%	19.4%	17.1%	24.0%	**19.2%**

** Multi-choise question*

Where are they from?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourists (> 15 years old)					
United Kingdom	163,578	171,461	76,397	1,871	**419,136**
Germany	34,099	109,359	442,708	1,556	**607,724**
Spain	26,018	47,347	52,737	11,739	**140,184**
Others	90,065	156,685	205,680	7,589	**492,071**
& Tourists					
United Kingdom	39.0%	40.9%	18.2%	0.4%	**100%**
Germany	5.6%	18.0%	72.8%	0.3%	**100%**
Spain	18.6%	33.8%	37.6%	8.4%	**100%**
Others	18.3%	31.8%	41.8%	1.5%	**100%**

Tourist arrivals by municipality (2019)



Who are they?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Gender					
Menos de 50.000€	46.2%	50.3%	48.9%	63.6%	**49.1%**
Women	53.8%	49.7%	51.1%	36.4%	**50.9%**
Age range (> 15 years old)					
16 - 44 years old	36.8%	37.7%	36.6%	55.6%	**37.5%**
Over 44 years old	63.2%	62.3%	63.4%	44.4%	**62.5%**
Occupation					
Active	74.1%	74.5%	79.1%	78.9%	**76.8%**
Inactive	25.9%	25.5%	20.9%	21.1%	**23.2%**
Annual household income level					
Less than €50,000	57.3%	56.0%	55.6%	68.6%	**55.5%**
More than €50,000	42.7%	44.0%	44.4%	31.4%	**44.5%**
Education level					
No studies/Primary education	8.4%	7.3%	6.3%	2.3%	**6.8%**
Secondary education	24.1%	23.1%	25.6%	25.2%	**24.4%**
Higher education	67.5%	69.6%	68.1%	72.5%	**68.8%**

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.68	8.73	8.67	8.70	**8.69**

Experience in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Worse or much worse than expected	3.1%	2.4%	1.4%	5.4%	**2.1%**
Lived up to expectations	54.2%	56.6%	57.2%	52.3%	**56.5%**
Better or much better than expected	42.7%	41.0%	41.4%	42.3%	**41.3%**

Future intentions (scale 1-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Return to the Canary Islands	8.76	8.80	8.68	8.91	**8.74**
Recommend visiting the Canary Island	8.96	8.97	8.92	9.03	**8.94**

8.74/10
Return to the Canary Islands

8.94/10
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Repeat tourists	71.5%	73.3%	71.4%	68.5%	**72.0%**
- Germany	60.5%	77.3%	76.4%	58.7%	**75.7%**
- Spain	78.9%	74.7%	75.2%	68.4%	**75.0%**
- United Kingdom	80.6%	83.7%	76.6%	56.1%	**80.8%**
- Others	57.0%	58.8%	57.7%	73.8%	**58.9%**
Repeat tourists (3 or more visits)	53.7%	57.9%	55.0%	48.2%	**55.4%**
- Germany	44.6%	61.3%	61.8%	26.4%	**60.5%**
- Spain	58.1%	55.4%	59.1%	48.2%	**56.5%**
- United Kingdom	64.2%	71.0%	60.6%	41.9%	**66.2%**
- Others	36.7%	41.9%	37.1%	54.1%	**39.6%**

How many islands do they visit during their trip?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	90.7%	86.4%	93.0%	76.6%	**90.2%**
Two or more islands	9.3%	13.6%	7.0%	23.4%	**9.8%**

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.