

Tourist profile by municipality

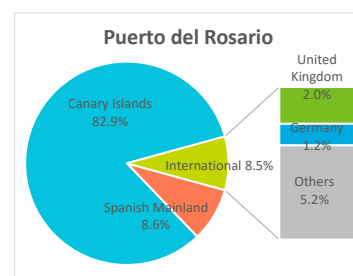
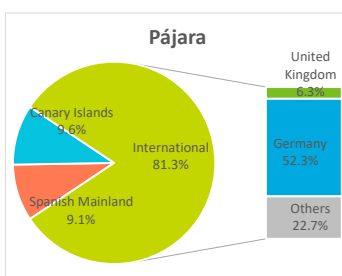
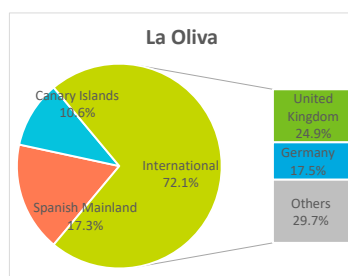
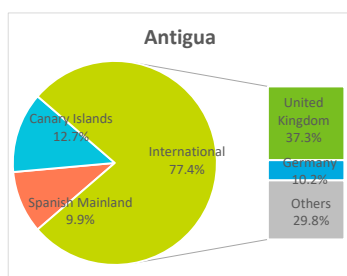
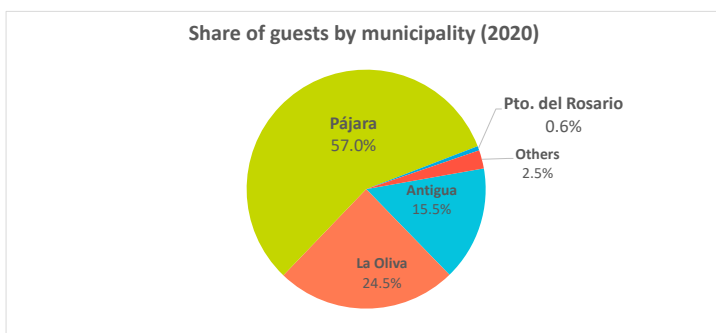
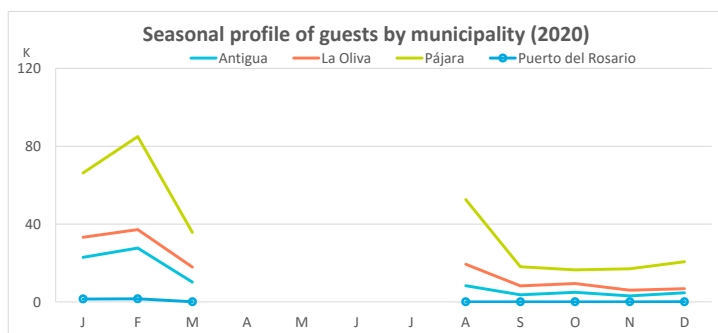
Fuerteventura (2020)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Fuerteventura	Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	72,666	106,943	280,751	303	13,698	474,361	410,547	63,814
- United Kingdom	35,024	36,953	21,688	73	347	94,085	75,806	18,279
- Germany	9,615	26,011	180,641	43	3,597	219,907	192,104	27,803
Spanish Mainland	9,297	25,660	31,373	306	764	67,400	46,711	20,689
Canary Islands	11,974	15,662	33,228	2,953	601	64,418	45,607	18,811
Total	93,937	148,265	345,352	3,562	15,063	606,179	502,865	103,314

Place of residence:	Municipality of stay (%)					Fuerteventura	Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
International	77.4%	72.1%	81.3%	8.5%	90.9%	78.3%	81.6%	61.8%
- United Kingdom	37.3%	24.9%	6.3%	2.0%	2.3%	15.5%	15.1%	17.7%
- Germany	10.2%	17.5%	52.3%	1.2%	23.9%	36.3%	38.2%	26.9%
Spanish Mainland	9.9%	17.3%	9.1%	8.6%	5.1%	11.1%	9.3%	20.0%
Canary Islands	12.7%	10.6%	9.6%	82.9%	4.0%	10.6%	9.1%	18.2%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)					Fuerteventura	Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others		Hotel	Apartment
Bednights								
International	569,832	847,788	2,547,745	1,336	114,459	4,081,160	3,408,316	672,844
- United Kingdom	291,118	288,591	173,133	563	2,802	756,207	565,145	191,062
- Germany	81,415	234,346	173,133	150	1,630,337	2,119,381	1,780,713	338,668
Spanish Mainland	52,318	131,128	174,945	1,408	4,055	363,854	245,177	118,677
Canary Islands	54,703	60,236	150,174	5,333	2,112	272,558	175,555	97,003
Total	676,853	1,039,152	2,872,864	8,077	120,626	4,717,572	3,829,048	888,524
Length of stay								
International	7.8	7.9	9.1	4.4	--	8.6	8.3	10.5
- United Kingdom	8.3	7.8	8.0	7.7	--	8.0	7.5	10.5
- Germany	8.5	9.0	9.8	3.5	--	9.6	9.3	12.2
Spanish Mainland	5.8	5.0	7.0	3.0	--	6.4	5.3	5.7
Canary Islands	4.6	3.9	4.5	1.8	--	4.2	3.9	5.2
Total	7.2	7.0	8.3	2.3	--	7.8	7.6	8.6
ADR (€)	58.8	91.1	82.5	63.7	--	81.0	88.0	53.1
RevPar (€)	26.4	43.4	37.7	20.9	--	37.4	41.7	22.3
Total Revenue (€ million)	20.0	46.4	119.3	0.4	--	191.2	165.8	25.4
Bed-space occupancy rate (%)	38.1	40.3	41.0	25.2	--	40.7	42.6	34.0
Occupancy rate per room/apart.(%)	43.6	48.0	46.7	32.9	--	46.7	47.3	44.3

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.

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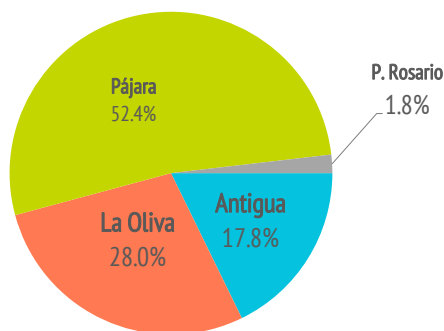
Fuerteventura (2020)

How many are they and how much do they spend?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (> 15 years old)	91,014	143,628	268,186	9,406	531,369
Average daily expenditure (€)	135.74	132.70	144.82	100.29	139.08
Average length of stay	10.81	9.95	9.44	11.26	9.85
Turnover per tourist (€)	1,236	1,174	1,274	1,160	1,232
Total turnover (> 15 years old) (€m)	113	169	342	10.9	654
Share of total turnover	17.2%	25.8%	52.2%	1.7%	100%
Share of total tourists	17.1%	27.0%	50.5%	1.8%	100%

Share of tourists by municipality (2020)



What is the main motivation for their holidays?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	66.0%	59.3%	63.0%	19.5%	61.0%
Explore the destination	16.0%	19.1%	17.5%	37.0%	17.8%
Other reasons	16.6%	20.7%	18.2%	30.8%	19.4%

How far in advance do they book their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	36.6%	34.3%	36.8%	41.6%	35.9%
Between 1 and 2 months	21.9%	23.4%	24.2%	25.4%	23.8%
More than 3 months	41.5%	41.3%	38.2%	27.8%	39.5%

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	57.5%	56.2%	51.7%	33.8%	53.6%
Friends or relatives	24.0%	19.4%	17.2%	33.7%	19.7%
Internet or social media	55.6%	57.3%	55.5%	53.5%	56.2%
Tour Operator or Travel Agency	22.1%	17.5%	30.0%	6.7%	24.5%
Others	18.8%	18.6%	20.3%	40.0%	19.9%

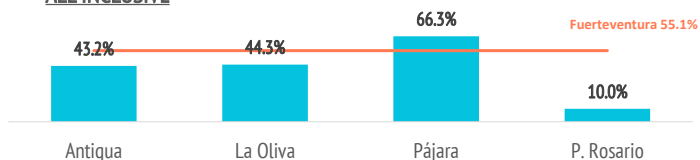
(*) Multi-choice question

What do they book?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	27.1%	39.0%	8.1%	83.1%	21.2%
Half board / Full board	29.7%	16.7%	25.6%	6.9%	23.7%
All inclusive	43.2%	44.3%	66.3%	10.0%	55.1%

ALL INCLUSIVE



(Canary Islands: 33.3%)

Importance of each factor in the destination choice



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Climate	80.6%	77.6%	82.0%	70.0%	80.3%
Sea	47.6%	58.6%	69.8%	60.4%	62.0%
Beaches	44.6%	57.6%	66.9%	55.7%	59.4%
Safety	55.3%	51.0%	59.1%	50.2%	55.8%
Tranquility	50.2%	49.7%	58.6%	63.2%	54.8%
European belonging	40.3%	38.9%	42.5%	38.1%	41.0%
Accommodation supply	40.2%	36.7%	43.0%	11.7%	40.2%
Effortless trip	36.1%	30.7%	40.2%	34.8%	36.9%
Price	39.5%	34.3%	29.5%	41.8%	32.9%
Landscapes	29.0%	34.6%	28.9%	45.2%	30.5%
Environment	30.5%	30.8%	26.6%	39.2%	28.5%
Gastronomy	22.1%	22.1%	20.7%	33.9%	21.8%
Authenticity	22.5%	20.8%	20.7%	27.3%	21.1%
Fun possibilities	14.7%	17.8%	14.9%	13.4%	15.9%
Exoticism	10.9%	11.4%	9.0%	5.7%	10.0%
Hiking trail network	6.1%	10.2%	6.2%	18.4%	7.8%
Historical heritage	5.7%	7.2%	6.1%	12.3%	6.3%
Shopping	7.5%	7.3%	5.5%	8.7%	6.3%
Culture	5.9%	5.8%	6.3%	6.7%	6.1%
Nightlife	7.3%	5.3%	2.3%	10.5%	4.0%

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 SEA



Where do they stay?



Type of accommodation	Antigua	La Oliva	Pájara	P. Rosario	FUE
All markets	100%	100%	100%	100%	100%
- Hotel	72.9%	55.6%	90.7%	34.1%	76.2%
- Apartment	19.2%	27.2%	5.5%	11.2%	14.0%
- Other type of accommodation	7.9%	17.3%	3.9%	54.8%	9.8%
German market	100%	100%	100%	100%	100%
- Hotel	74.2%	69.4%	91.1%	78.0%	85.6%
- Apartment	14.7%	15.3%	5.7%	4.6%	7.8%
- Other type of accommodation	11.1%	15.4%	3.2%	17.5%	6.6%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	67.1%	48.0%	89.2%	27.3%	66.4%
- Apartment	19.4%	26.0%	4.5%	1.3%	14.5%
- Other type of accommodation	13.4%	26.0%	6.4%	71.4%	19.1%
British market	100%	100%	100%	100%	100%
- Hotel	70.9%	57.2%	92.7%	0.0%	70.2%
- Apartment	25.1%	33.0%	6.0%	35.5%	23.8%
- Other type of accommodation	4.1%	9.8%	1.3%	64.3%	6.0%
Other markets	100%	100%	100%	100%	100%
- Hotel	78.7%	49.5%	89.7%	29.6%	71.7%
- Apartment	10.9%	31.6%	5.2%	22.3%	16.2%
- Other type of accommodation	10.4%	18.9%	5.2%	48.1%	12.2%

Length of stay by type of accommodation

All markets	Antigua	La Oliva	Pájara	P. Rosario	FUE
- Hotel	9.6	9.2	9.2	7.3	9.2
- Apartment	11.2	9.4	11.5	32.4	10.5
- Private accommodation	24.4	14.3	13.4	9.3	15.1
- Other type of accommodation	8.0	10.2	10.2	10.8	9.8

Tourist profile by municipality

Fuerteventura (2020)

Activities in the Canary Islands



Outdoor time per day	Antigua	La Oliva	Pájara	P. Rosario	FUE
0 - 8 hours	69.6%	62.3%	78.4%	34.9%	71.8%
More than 8 hours	30.4%	37.7%	21.6%	65.1%	28.2%

Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Beach	75.7%	80.8%	86.9%	81.1%	82.5%
Walk, wander	80.0%	73.2%	61.8%	66.1%	68.3%
Swimming pool, hotel facilities	60.6%	52.2%	56.2%	18.6%	54.7%
Explore the island on their own	48.3%	58.0%	41.8%	64.4%	48.2%
Activities at sea	36.4%	43.6%	40.9%	37.2%	40.9%
Taste Canarian gastronomy	18.5%	28.7%	18.4%	32.0%	21.8%
Nature activities	16.8%	23.7%	17.5%	28.6%	20.0%
Sport activities	19.6%	14.0%	13.7%	20.0%	16.1%
Organized excursions	10.5%	13.6%	11.7%	10.8%	11.8%
Sea excursions / whale watching	5.8%	8.2%	6.4%	5.3%	6.6%
Nightlife / concerts / shows	12.4%	8.5%	3.9%	4.3%	6.5%
Beauty and health treatments	2.8%	6.7%	6.9%	4.3%	6.2%
Museums / exhibitions	5.3%	7.6%	5.1%	8.9%	5.9%
Theme parks	4.8%	3.7%	7.4%	7.1%	5.8%
Wineries/markets/popular festivals	7.4%	7.5%	4.5%	4.3%	5.8%
Astronomical observation	2.5%	3.1%	4.2%	3.1%	3.7%

(*) Multi-choice 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%

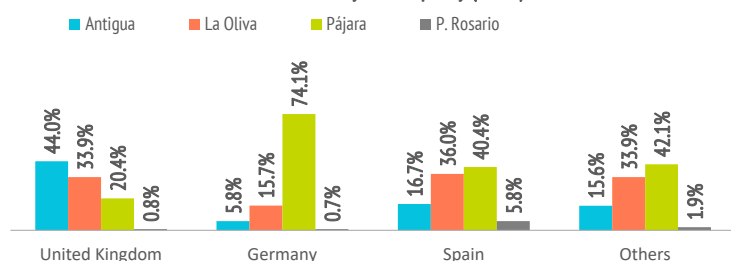
* Multi-choice question

Where are they from?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourists (> 15 years old)					
United Kingdom	43,029	33,125	19,921	760	97,803
Germany	12,153	32,966	155,216	1,529	209,474
Spain	12,026	25,889	29,038	4,170	71,925
Others	23,806	51,647	64,010	2,948	152,167
& Tourists					
United Kingdom	44.0%	33.9%	20.4%	0.8%	100%
Germany	5.8%	15.7%	74.1%	0.7%	100%
Spain	16.7%	36.0%	40.4%	5.8%	100%
Others	15.6%	33.9%	42.1%	1.9%	100%

Tourist arrivals by municipality (2019)



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?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Gender					
Menos de 50.000€	48.5%	51.6%	48.6%	31.0%	49.0%
Women	51.5%	48.4%	51.4%	69.0%	51.0%
Age range (> 15 years old)					
16 - 44 years old	41.6%	44.9%	41.6%	48.0%	42.8%
Over 44 years old	58.4%	55.1%	58.4%	52.0%	57.2%
Occupation					
Active	75.4%	79.1%	77.8%	71.4%	77.8%
Inactive	24.6%	20.9%	22.2%	28.6%	22.2%
Annual household income level					
Less than €50,000	58.7%	52.5%	44.9%	71.8%	49.6%
More than €50,000	41.3%	47.5%	55.1%	28.2%	50.4%
Education level					
No studies/Primary education	4.6%	4.2%	5.8%	2.1%	5.0%
Secondary education	22.0%	22.0%	23.0%	26.0%	22.4%
Higher education	73.4%	73.7%	71.2%	71.9%	72.6%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.79	8.67	8.64	8.65	8.68

Experience in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Worse or much worse than expected	2.5%	3.7%	2.3%	3.6%	2.7%
Lived up to expectations	55.5%	55.9%	60.0%	49.2%	57.8%
Better or much better than expected	42.0%	40.4%	37.7%	47.2%	39.5%

Future intentions (scale 1-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Return to the Canary Islands	8.85	8.88	8.74	7.85	8.78
Recommend visiting the Canary Islands:	8.96	9.04	8.97	8.09	8.97



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					
- Germany	81.6%	85.8%	80.1%	49.4%	80.8%
- Spain	71.1%	75.8%	78.9%	64.1%	75.6%
- United Kingdom	81.9%	88.9%	73.5%	77.9%	82.3%
- Others	68.0%	67.3%	66.5%	54.2%	67.8%
Repeat tourists (3 or more visits)					
- Germany	61.4%	72.5%	62.0%	49.4%	63.7%
- Spain	47.6%	56.4%	62.8%	55.9%	57.5%
- United Kingdom	68.2%	73.7%	58.0%	77.9%	67.5%
- Others	49.3%	50.3%	42.5%	42.8%	47.9%

How many islands do they visit during their trip?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	90.5%	86.9%	93.9%	77.4%	91.2%
Two or more islands	9.5%	13.1%	6.1%	22.6%	8.8%