

# Tourist profile by municipality

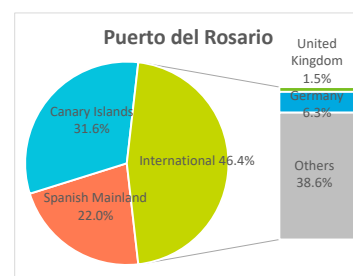
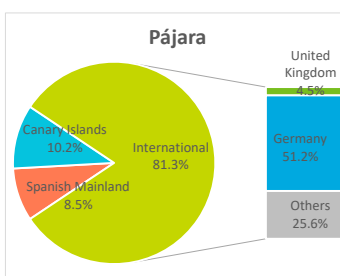
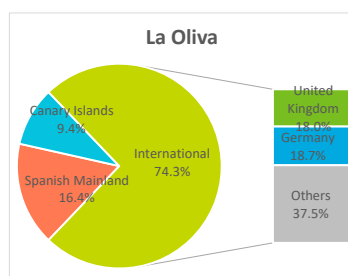
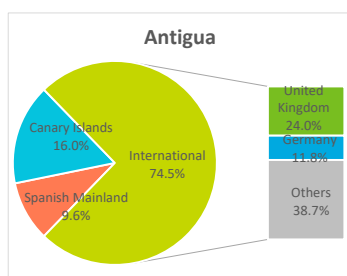
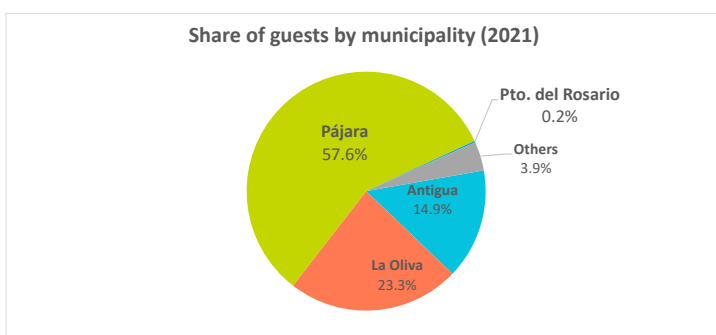
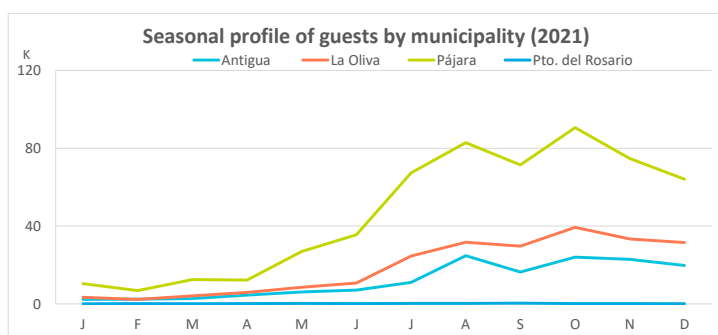
## Fuerteventura (2021)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type		
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	107,240	167,187	451,377	946	35,719	<b>762,469</b>	684,126	78,343
- United Kingdom	34,512	40,560	24,959	30	627	100,688	87,558	13,130
- Germany	17,027	42,129	284,196	129	8,769	352,250	319,632	32,618
Spanish Mainland	13,752	36,856	47,148	448	923	<b>99,127</b>	74,392	24,735
Canary Islands	22,996	21,054	56,915	645	1,174	<b>102,784</b>	82,213	20,571
<b>Total</b>	<b>143,988</b>	<b>225,097</b>	<b>555,440</b>	<b>2,039</b>	<b>37,816</b>	<b>964,380</b>	<b>840,731</b>	<b>123,649</b>

Place of residence:	Municipality of stay (%)					Accommodation type (%)		
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	74.5%	74.3%	81.3%	46.4%	94.5%	<b>79.1%</b>	81.4%	63.4%
- United Kingdom	24.0%	18.0%	4.5%	1.5%	1.7%	10.4%	10.4%	10.6%
- Germany	11.8%	18.7%	51.2%	6.3%	23.2%	36.5%	38.0%	26.4%
Spanish Mainland	9.6%	16.4%	8.5%	22.0%	2.4%	<b>10.3%</b>	8.8%	20.0%
Canary Islands	16.0%	9.4%	10.2%	31.6%	3.1%	<b>10.7%</b>	9.8%	16.6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality (%)					Accommodation type (%)		
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
<b>Bednights</b>								
International	800,766	1,273,538	3,853,049	3,968	299,128	<b>6,230,449</b>	5,541,060	689,389
- United Kingdom	270,052	316,767	192,847	92	6,125	785,883	674,446	111,437
- Germany	128,363	362,937	2,619,620	602	86,973	3,198,495	2,851,878	346,617
Spanish Mainland	75,724	171,168	257,226	1,919	2,910	<b>508,947</b>	390,250	118,697
Canary Islands	99,432	88,389	237,629	1,411	4,344	<b>431,205</b>	330,334	100,871
<b>Total</b>	<b>975,922</b>	<b>1,533,095</b>	<b>4,347,904</b>	<b>7,298</b>	<b>306,382</b>	<b>7,170,601</b>	<b>6,261,644</b>	<b>908,957</b>
<b>Length of stay</b>								
International	7.5	7.6	8.5	4.2	--	<b>8.2</b>	8.1	8.8
- United Kingdom	7.8	7.8	7.7	3.1	--	7.8	7.7	8.5
- Germany	7.5	8.6	9.2	4.7	--	9.1	8.9	10.6
Spanish Mainland	5.5	4.6	5.5	4.3	--	<b>5.1</b>	5.2	4.8
Canary Islands	4.3	4.2	4.2	2.2	--	<b>4.2</b>	4.0	4.9
<b>Total</b>	<b>6.8</b>	<b>6.8</b>	<b>7.8</b>	<b>3.6</b>	--	<b>7.4</b>	--	--
ADR (€)	73.8	86.2	99.7	53.6	--	<b>92.9</b>	97.4	59.6
RevPar (€)	35.0	50.7	58.8	22.5	--	<b>53.5</b>	58.3	27.2
Total Revenue (€ million)	33.8	61.8	217.3	0.2	--	<b>325.2</b>	299.9	25.4
Bed-space occupancy rate (%)	42.3	50.4	52.3	38.5	--	<b>50.9</b>	53.7	37.4
Occupancy rate per room/apart. (%)	47.4	58.8	59.0	42.0	--	<b>57.6</b>	59.8	45.6

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

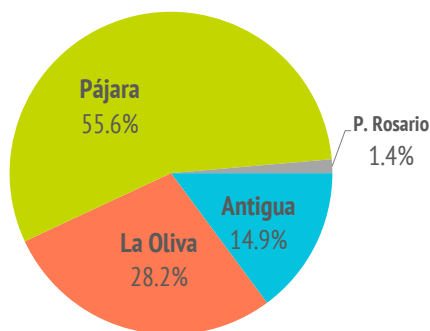
## Fuerteventura (2021)

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (> 15 years old)	120,294	228,187	449,803	11,114	<b>843,805</b>
Average daily expenditure (€)	183.69	130.25	157.87	100.94	<b>153.24</b>
Average length of stay	8.24	9.40	9.28	8.89	<b>9.18</b>
Turnover per tourist (€)	1,382	1,124	1,386	709	<b>1,303</b>
Total turnover (> 15 years old) (€m)	166	256	624	7.9	<b>1,099</b>
Share of total turnover	15.1%	23.3%	56.7%	0.7%	<b>100%</b>
Share of total tourists	14.3%	27.0%	53.3%	1.3%	<b>100%</b>

### Share of tourists by municipality (2021)



### What is the main motivation for their holidays?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	63.0%	53.0%	66.8%	38.8%	<b>61.7%</b>
Explore the destination	22.7%	23.2%	16.1%	25.1%	<b>19.0%</b>
Other reasons	14.4%	23.8%	17.1%	36.1%	<b>19.3%</b>

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	44.4%	43.1%	46.8%	56.7%	<b>45.2%</b>
Between 1 and 2 months	24.8%	27.7%	23.0%	27.7%	<b>25.0%</b>
More than 3 months	30.8%	29.2%	30.2%	15.6%	<b>29.7%</b>

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	44.6%	45.7%	47.6%	24.8%	<b>46.5%</b>
Friends or relatives	24.5%	29.2%	19.2%	31.0%	<b>22.8%</b>
Internet or social media	61.7%	59.9%	56.5%	46.2%	<b>57.9%</b>
Tour Operator or Travel Agency	24.1%	18.7%	35.5%	9.8%	<b>28.5%</b>
Others	23.8%	22.7%	18.7%	26.6%	<b>20.5%</b>

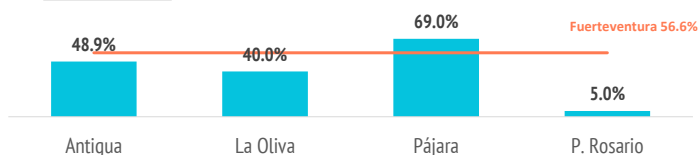
(\*) Multi-choice question

### What do they book?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	30.3%	45.0%	7.5%	95.0%	<b>22.1%</b>
Half board / Full board	20.8%	14.9%	23.5%	0.0%	<b>21.3%</b>
All inclusive	48.9%	40.0%	69.0%	5.0%	<b>56.6%</b>

#### ALL INCLUSIVE



(Canary Islands: 33.8%)

### Importance of each factor in the destination choice



	Antigua	La Oliva	Pájara	P. Rosario	FUE
Climate	77.7%	76.6%	81.7%	80.4%	<b>79.8%</b>
Sea	51.8%	68.4%	75.6%	79.4%	<b>69.5%</b>
Beaches	54.1%	66.1%	72.8%	71.7%	<b>67.2%</b>
Tranquility	51.0%	50.3%	60.8%	72.4%	<b>56.4%</b>
Safety	51.9%	48.6%	56.6%	54.7%	<b>53.6%</b>
European belonging	42.3%	42.2%	46.1%	37.0%	<b>44.5%</b>
Accommodation supply	40.3%	32.7%	50.9%	30.4%	<b>43.7%</b>
Effortless trip	40.5%	34.9%	43.0%	47.8%	<b>40.3%</b>
Price	37.2%	33.8%	30.2%	40.9%	<b>32.3%</b>
Landscapes	33.2%	37.3%	26.6%	49.6%	<b>30.6%</b>
Environment	33.8%	32.3%	24.0%	50.2%	<b>28.1%</b>
Authenticity	27.6%	27.1%	22.0%	33.9%	<b>24.4%</b>
Gastronomy	24.7%	24.2%	24.5%	30.5%	<b>24.3%</b>
Fun possibilities	18.3%	20.4%	20.8%	32.2%	<b>20.5%</b>
Exoticism	15.9%	12.6%	11.8%	23.9%	<b>12.8%</b>
Hiking trail network	5.9%	9.7%	5.4%	19.0%	<b>7.0%</b>
Shopping	7.8%	6.5%	6.2%	10.8%	<b>6.5%</b>
Historical heritage	7.9%	6.1%	5.1%	11.7%	<b>5.8%</b>
Culture	7.6%	5.5%	4.3%	9.6%	<b>5.3%</b>
Nightlife	6.3%	6.4%	2.9%	7.7%	<b>4.4%</b>

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
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	76.5%	59.0%	91.2%	38.9%	<b>79.0%</b>
- Apartment	11.5%	21.0%	5.2%	14.0%	<b>10.7%</b>
- Other type of accommodation	12.0%	20.0%	3.6%	47.1%	<b>10.3%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	85.5%	76.3%	91.9%	34.3%	<b>88.7%</b>
- Apartment	7.8%	9.0%	5.3%	9.3%	<b>6.0%</b>
- Other type of accommodation	6.8%	14.8%	2.8%	56.4%	<b>5.3%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	75.9%	48.5%	89.6%	47.9%	<b>68.4%</b>
- Apartment	12.5%	30.0%	4.7%	12.7%	<b>16.3%</b>
- Other type of accommodation	11.6%	21.5%	5.7%	39.4%	<b>15.3%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	75.5%	67.4%	92.3%	0.0%	<b>75.4%</b>
- Apartment	13.5%	19.4%	6.4%	0.0%	<b>13.9%</b>
- Other type of accommodation	11.0%	13.2%	1.3%	100.0%	<b>10.7%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	74.4%	51.1%	90.3%	15.8%	<b>73.4%</b>
- Apartment	10.8%	23.7%	4.9%	22.5%	<b>12.7%</b>
- Other type of accommodation	14.8%	25.2%	4.7%	61.6%	<b>13.8%</b>

#### Length of stay by type of accommodation

All markets	Antigua	La Oliva	Pájara	P. Rosario	FUE
- Hotel	7.8	8.9	9.1	5.2	<b>8.8</b>
- Apartment	9.6	9.0	11.9	10.2	<b>10.1</b>
- Private accommodation	11.0	12.0	12.1	11.9	<b>12.0</b>
- Other type of accommodation	8.1	10.0	7.7	10.1	<b>9.2</b>

# Tourist profile by municipality

## Fuerteventura (2021)



### Activities in the Canary Islands



Outdoor time per day	Antigua	La Oliva	Pájara	P. Rosario	FUE
0 - 8 hours	64.3%	59.9%	77.5%	32.0%	<b>70.3%</b>
More than 8 hours	35.7%	40.1%	22.5%	68.0%	<b>29.7%</b>

Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Beach	80.1%	88.3%	92.5%	70.0%	<b>88.9%</b>
Walk, wander	73.9%	73.4%	55.7%	76.3%	<b>63.8%</b>
Swimming pool, hotel facilities	63.5%	53.6%	59.4%	18.3%	<b>58.1%</b>
Activities at sea	43.9%	54.0%	56.7%	42.2%	<b>54.1%</b>
Explore the island on their own	53.9%	57.8%	43.8%	71.1%	<b>50.0%</b>
Taste Canarian gastronomy	24.2%	30.2%	19.4%	48.5%	<b>23.4%</b>
Nature activities	19.3%	28.2%	17.0%	27.3%	<b>21.2%</b>
Sport activities	15.3%	16.3%	17.2%	27.4%	<b>18.2%</b>
Organized excursions	12.0%	16.1%	14.5%	7.2%	<b>14.3%</b>
Sea excursions / whale watching	9.8%	12.0%	11.4%	8.2%	<b>11.1%</b>
Nightlife / concerts / shows	12.1%	12.6%	4.0%	15.9%	<b>7.6%</b>
Theme parks	3.9%	4.3%	6.9%	1.8%	<b>5.7%</b>
Beauty and health treatments	4.4%	5.5%	5.6%	1.8%	<b>5.3%</b>
Wineries/markets/popular festivals	5.5%	7.0%	4.5%	6.7%	<b>5.3%</b>
Museums / exhibitions	7.9%	6.3%	3.8%	4.2%	<b>5.2%</b>
Astronomical observation	2.3%	4.5%	4.5%	2.3%	<b>4.2%</b>

(\*) Multi-choise question

### Who do they come with?



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

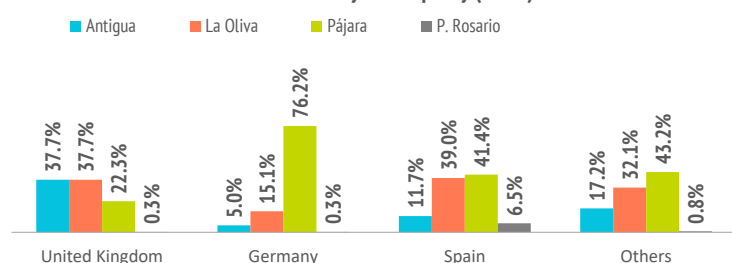
\* Share over total answers

### Where are they from?



	Antigua	La Oliva	Pájara	P. Rosario	FUE
<b>Tourists (&gt; 15 years old)</b>					
United Kingdom	40,983	40,931	24,183	336	<b>108,647</b>
Germany	16,698	50,190	254,036	959	<b>333,335</b>
Spain	13,703	45,722	48,576	7,597	<b>117,343</b>
Others	48,910	91,344	123,008	2,222	<b>284,480</b>
<b>&amp; Tourists</b>					
United Kingdom	37.7%	37.7%	22.3%	0.3%	<b>100%</b>
Germany	5.0%	15.1%	76.2%	0.3%	<b>100%</b>
Spain	11.7%	39.0%	41.4%	6.5%	<b>100%</b>
Others	17.2%	32.1%	43.2%	0.8%	<b>100%</b>

### Tourist arrivals by municipality (2021)



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
<b>Gender</b>					
Menos de 50.000€	48.8%	48.1%	53.4%	59.6%	<b>51.0%</b>
Women	51.2%	51.9%	46.6%	40.4%	<b>49.0%</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 44 years old	52.3%	55.7%	51.7%	75.2%	<b>53.2%</b>
Over 44 years old	47.7%	44.3%	48.3%	24.8%	<b>46.8%</b>
<b>Occupation</b>					
Active	81.7%	79.8%	84.0%	82.8%	<b>82.6%</b>
Inactive	18.3%	20.2%	16.0%	17.2%	<b>17.4%</b>
<b>Annual household income level</b>					
Less than €50,000	55.3%	56.3%	48.4%	78.7%	<b>51.6%</b>
More than €50,000	44.7%	43.7%	51.6%	21.3%	<b>48.4%</b>
<b>Education level</b>					
No studies/Primary education	5.3%	4.3%	2.4%	2.0%	<b>3.4%</b>
Secondary education	20.1%	16.7%	18.8%	16.2%	<b>18.3%</b>
Higher education	74.5%	79.0%	78.8%	81.9%	<b>78.3%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.93	8.90	8.83	8.80	<b>8.86</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	3.2%	1.9%	2.5%	5.4%	<b>2.4%</b>
Lived up to expectations	52.2%	52.0%	58.8%	40.1%	<b>55.8%</b>
Better or much better than expected	44.6%	46.1%	38.7%	54.5%	<b>41.8%</b>
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.91	8.92	8.82	8.90	<b>8.86</b>
Recommend visiting the Canary Islands:	9.09	9.13	9.04	9.13	<b>9.07</b>

**8.86/10**

Return to the Canary Islands

**9.07/10**

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?



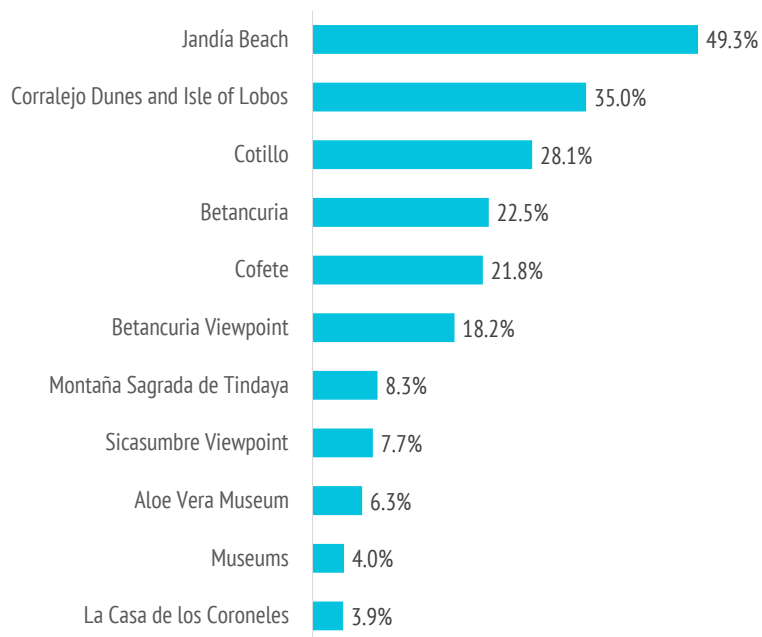
	Antigua	La Oliva	Pájara	P. Rosario	FUE
<b>Repeat tourists</b>					
- Germany	68.5%	74.0%	76.7%	26.7%	<b>75.6%</b>
- Spain	78.9%	76.1%	84.9%	54.2%	<b>78.5%</b>
- United Kingdom	80.5%	84.7%	75.2%	100.0%	<b>81.3%</b>
- Others	51.6%	50.7%	55.7%	52.3%	<b>54.8%</b>
<b>Repeat tourists (3 or more visits)</b>					
- Germany	46.4%	58.6%	61.2%	26.7%	<b>59.8%</b>
- Spain	56.4%	52.5%	68.6%	36.8%	<b>58.6%</b>
- United Kingdom	65.8%	67.4%	56.4%	100.0%	<b>65.1%</b>
- Others	30.8%	35.3%	32.1%	37.4%	<b>34.7%</b>

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



	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	90.2%	87.4%	92.7%	80.8%	<b>90.7%</b>
Two or more islands	9.8%	12.6%	7.3%	19.2%	<b>9.3%</b>

## WHICH PLACES DO THE VISIT IN FUERTEVENTURA?\*



\*\*Multi-choice question

”

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