

# Tourist profile by municipality

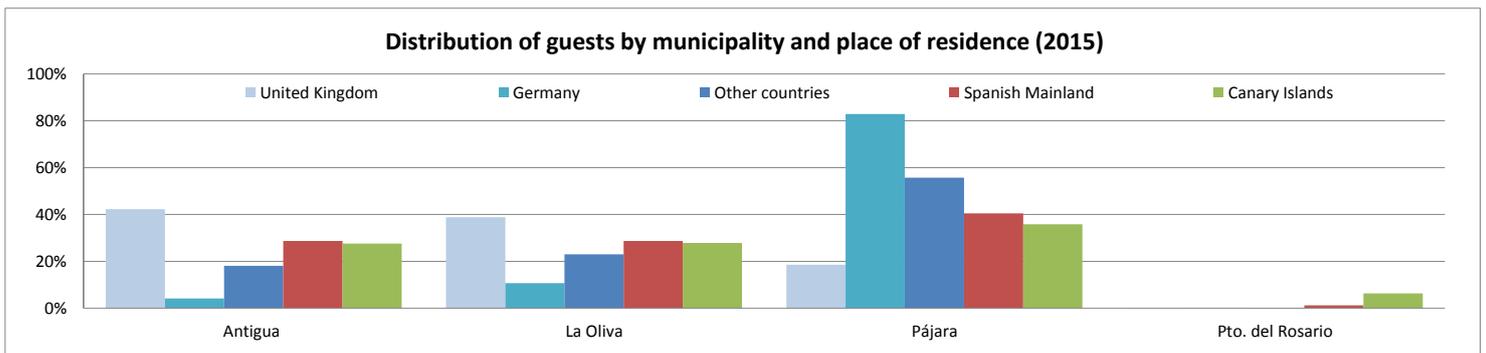
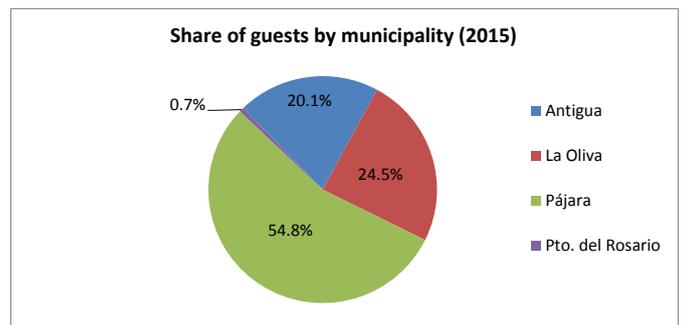
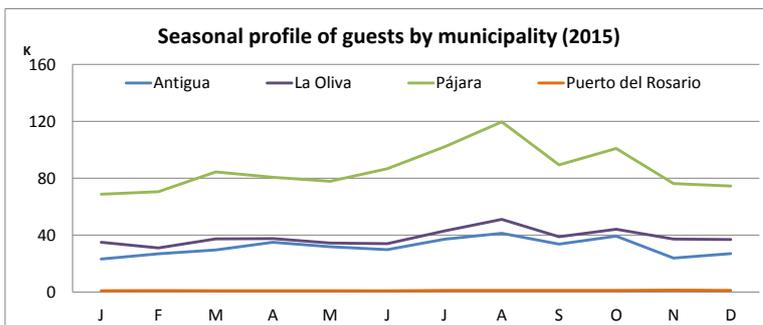
## Fuerteventura (2015)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Fuerteventura	Hotel	Apartment
Abroad	299,965	381,648	925,589	1,399	<b>1,660,310</b>	1,337,101	323,209
- United Kingdom	167,691	154,229	73,619	149	396,907	306,362	90,545
- Germany	31,841	82,129	636,221	266	767,637	641,411	126,226
Spanish Mainland	36,241	36,212	51,105	1,484	<b>126,224</b>	86,069	40,155
Canary Islands	42,190	42,634	54,842	9,692	<b>153,161</b>	100,599	52,562
<b>Total</b>	<b>378,396</b>	<b>460,494</b>	<b>1,031,536</b>	<b>12,575</b>	<b>1,939,695</b>	<b>1,523,769</b>	<b>415,926</b>

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Fuerteventura	Hotel	Apartment
Abroad	18.1%	23.0%	55.7%	0.1%	<b>100%</b>	80.5%	19.5%
- United Kingdom	42.2%	38.9%	18.5%	0.0%	100%	77.2%	22.8%
- Germany	4.1%	10.7%	82.9%	0.0%	100%	83.6%	16.4%
Spanish Mainland	28.7%	28.7%	40.5%	1.2%	<b>100%</b>	68.2%	31.8%
Canary Islands	27.5%	27.8%	35.8%	6.3%	<b>100%</b>	65.7%	34.3%



### Other indicators

	Municipality (%)					Accommodation type (%)	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Fuerteventura	Hotel	Apartment
<b>Bednights</b>							
Abroad	2,437,183	3,462,220	8,608,813	2,961	<b>14,928,417</b>	11,555,155	3,373,262
- United Kingdom	1,324,135	1,453,487	626,175	420	3,413,818	2,453,445	960,373
- Germany	295,537	836,800	626,175	556	7,539,311	6,096,871	1,442,440
Spanish Mainland	254,600	219,246	294,487	3,151	<b>776,228</b>	501,885	274,343
Canary Islands	308,760	176,044	276,252	17,946	<b>799,665</b>	425,748	373,917
<b>Total</b>	<b>3,000,543</b>	<b>3,857,510</b>	<b>9,179,552</b>	<b>24,058</b>	<b>16,504,310</b>	<b>12,482,788</b>	<b>4,021,522</b>
<b>Length of stay</b>							
Abroad	8.1	9.1	9.3	2.1	<b>9.0</b>	8.6	10.4
- United Kingdom	7.9	9.4	8.5	2.8	8.6	8.0	10.6
- Germany	9.3	10.2	9.8	2.1	9.8	9.5	11.4
Spanish Mainland	7.2	5.0	5.4	1.9	<b>5.6</b>	5.0	7.0
Canary Islands	7.3	4.1	5.0	1.9	<b>5.2</b>	4.2	7.1
<b>Total</b>	<b>7.9</b>	<b>8.4</b>	<b>8.9</b>	<b>1.9</b>	<b>8.5</b>	<b>8.2</b>	<b>9.7</b>
ADR (€)	60.9	68.2	74.2	47.0	<b>70.1</b>	77.8	44.1
RevPar (€)	49.4	55.1	58.9	22.8	<b>56.0</b>	63.4	33.1
Bed-space occupancy rate (%)	75.0	74.3	72.9	29.7	<b>73.6</b>	77.8	63.2
Occupancy rate per room/apartment (%)	81.2	80.9	79.3	48.6	<b>79.9</b>	81.4	75.1

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 (2015)



### Profile of tourist visiting Fuerteventura by municipality of stay

#### Where are they from?

Tourists (> 16 years old)	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
United Kingdom	220,773	159,324	67,049	1,039	449,896
Germany	27,444	117,021	556,284	933	725,154
Spanish Mainland	24,023	36,851	41,224	5,517	108,358
Others	116,962	179,096	194,369	2,100	522,606

Share by place of residence (%)	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
United Kingdom	49.1%	35.4%	14.9%	0.2%	100%
Germany	3.8%	16.1%	76.7%	--	100%
Spanish Mainland	22.2%	34.0%	38.0%	5.1%	100%
Others	22.4%	34.3%	37.2%	0.4%	100%

#### How do they book?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Flight booking</b>					
Tour Operator	51.6%	43.9%	47.7%	12.3%	47.7%
Airline	25.3%	27.6%	8.9%	68.7%	17.8%
Travel agency (High street)	11.7%	13.7%	32.3%	13.3%	25.3%
Online Travel Agency (OTA)	11.3%	14.9%	11.1%	5.7%	12.3%

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Accommodation booking</b>					
Tour Operator	52.4%	42.4%	45.8%	18.5%	46.6%
Accommodation	15.7%	18.0%	6.2%	28.0%	11.3%
Travel agency (High street)	13.7%	16.6%	35.5%	24.8%	25.3%
Online Travel Agency (OTA)	18.2%	23.0%	12.5%	28.6%	16.7%

#### How much do they spend?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Tourist arrivals (> 16 years old)	389,202	492,293	858,925	9,588	1,806,014
Average daily expenditure (€)	114.95	120.64	127.41	87.17	122.98
. in their place of residence	84.73	87.59	105.24	54.62	95.72
. in the Canary Islands	30.22	33.05	22.17	32.54	27.27
Average length of stay	9.08	9.55	9.75	16.53	9.55
Turnover per tourist (€)	974	1,039	1,159	1,076	1,085
Total turnover (> 16 years old) (€m)	379	512	996	10	1,960
Share of total turnover	19.3%	26.1%	50.8%	0.5%	100%
Share of total tourists	21.6%	27.3%	47.6%	0.5%	100%

#### What do they book at their place of residence?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Flight only</b>					
Flight only	6.7%	8.2%	2.1%	59.5%	5.1%
<b>Flight &amp; accommodation (room only)</b>					
Flight & accommodation (room only)	25.5%	28.9%	6.2%	8.1%	16.7%
<b>Flight &amp; accommodation (B&amp;B)</b>					
Flight & accommodation (B&B)	4.8%	5.4%	1.1%	9.1%	3.5%
<b>Flight &amp; accommodation (half board)</b>					
Flight & accommodation (half board)	11.1%	13.9%	19.0%	0.0%	16.0%
<b>Flight &amp; accommodation (full board)</b>					
Flight & accommodation (full board)	3.6%	2.6%	4.8%	5.5%	4.1%
<b>Flight &amp; accommodation (all inclusive)</b>					
Flight & accommodation (all inclusive)	47.5%	40.1%	65.9%	17.9%	53.7%
% Tourists using low-cost airlines	58.2%	52.4%	34.5%	85.5%	44.6%

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Other expenses in their place of residence <sup>(1)</sup>:</b>					
Tourists who did not spend anything	80.5%	72.7%	70.5%	56.5%	72.4%
Tourists who did spend	19.5%	27.3%	29.5%	43.5%	27.6%
- Excursions	19.5%	14.7%	20.8%	31.7%	4.9%
- Car rental	63.2%	67.1%	37.5%	62.0%	49.1%
- Other expenses	31.1%	39.4%	59.0%	43.1%	50.2%

\* Multi-choice question

#### What is their main reason for coming?

Trip reasons	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Holidays	98.2%	97.4%	98.7%	57.4%	97.9%
Professional or family reasons	1.5%	2.6%	1.0%	67.6%	1.8%
Other reason	20.9%	1.1%	30.8%	9.8%	16.4%

#### What did motivate them to come?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Previous visits to the Canary Islands	65.6%	65.4%	62.0%	63.9%	63.5%
Recommendation by friends or relatives	34.9%	30.9%	28.9%	38.8%	30.8%
Tour Operator's brochure or catalogue	10.4%	8.5%	13.9%	0.0%	11.4%
Recommendation by Travel Agent	7.8%	8.3%	20.5%	0.0%	14.2%
Internet	34.0%	33.7%	25.9%	15.6%	30.2%
Others	11.2%	11.2%	8.5%	19.0%	9.9%

\* Multi-choice question

#### Why do they choose Fuerteventura?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Climate/sun	91.6%	89.2%	93.8%	62.0%	91.8%
Beaches	40.6%	54.3%	71.9%	28.7%	58.9%
Tranquillity/rest/relaxation	38.8%	42.7%	52.4%	25.3%	46.5%
Price	22.7%	16.4%	9.1%	5.8%	14.0%
Scenery	16.6%	17.1%	11.7%	23.4%	14.3%
Visiting new places	15.7%	12.7%	11.4%	17.8%	12.7%
Sports	5.5%	9.0%	6.4%	7.7%	8.0%
Suitable destination for children	12.2%	6.7%	6.3%	0.7%	7.7%
Ease of travel	11.3%	6.8%	4.7%	3.8%	6.7%
Culture	4.4%	8.2%	3.7%	6.6%	5.5%
Security	9.4%	8.0%	8.9%	6.1%	8.6%
Quality of the environment	6.5%	5.0%	3.1%	18.3%	4.4%
Others	8.2%	8.2%	4.6%	31.8%	6.6%

\* Multi-choice question

#### Where do they stay?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Type of accommodation</b>					
<b>German market</b>	100%	100%	100%	100%	100%
- Hotel	65.7%	69.4%	87.7%	39.2%	84.0%
- Apartment	32.9%	26.4%	10.8%	0.0%	14.0%
- Other type of accommodation	1.4%	4.2%	1.4%	--	1.9%
<b>Spanish Mainland market</b>	100%	100%	100%	100%	100%
- Hotel	74.8%	56.3%	87.4%	18.4%	70.4%
- Apartment	18.7%	31.7%	8.0%	8.2%	18.5%
- Other type of accommodation	6.5%	12.1%	4.7%	73.4%	11.1%
<b>British market</b>	100%	100%	100%	100%	100%
- Hotel	63.7%	49.8%	93.4%	32.7%	63.1%
- Apartment	30.6%	42.1%	5.3%	46.2%	31.0%
- Other type of accommodation	5.7%	8.0%	1.3%	21.1%	6.0%
<b>Other markets</b>	100%	100%	100%	100%	100%
- Hotel	67.9%	44.1%	91.2%	24.0%	69.9%
- Apartment	27.4%	48.0%	8.1%	19.1%	25.8%
- Other type of accommodation	4.7%	7.9%	0.6%	56.8%	4.3%

<b>Length of stay by type of accommodation</b>					
Hotel	8.5	8.7	9.3	5.0	9.0
Apartment	9.9	10.1	11.9	43.0	10.5
Others	12.4	12.8	20.9	14.9	14.1

# Tourist profile by municipality

## Fuerteventura (2015)



### How many islands did they visit in this trip?

Number of islands	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
One island	85.9%	80.5%	88.3%	75.7%	85.6%
Two islands	11.5%	17.9%	8.5%	15.2%	11.8%
Three or more islands	2.6%	1.6%	3.1%	9.2%	2.6%

### Who are they?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Gender</b>					
Percentage of men	47.6%	47.1%	46.9%	66.4%	47.1%
Percentage of women	110.2%	112.2%	113.3%	50.6%	112.4%
<b>Age range</b>					
16-44 years old	55.1%	51.3%	51.5%	66.2%	52.7%
Over 44 years old	44.9%	48.7%	48.5%	33.8%	47.3%
<b>Occupation</b>					
Active	75.6%	77.9%	77.8%	63.8%	77.6%
Inactive	24.4%	22.1%	22.2%	36.2%	22.4%
<b>Annual household income level</b>					
€12,000 - €48,000	60.9%	56.0%	50.4%	92.3%	54.3%
More than €48,000	39.1%	44.0%	49.6%	7.7%	45.7%

### Who do they come with?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Partner	75.5%	72.3%	76.4%	24.1%	74.8%
Children	29.4%	22.9%	23.6%	9.9%	24.5%
Other relatives	14.2%	8.8%	8.5%	11.9%	9.8%
Others	7.6%	10.1%	6.5%	13.0%	7.7%
With children (< 13 year old)	25.6%	16.3%	16.0%	6.7%	18.1%

\* Multi-choice question

### How do they rate the destination?

Impression of their stay	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Good or very good (% tourists)	92.1%	93.6%	92.6%	97.8%	92.8%

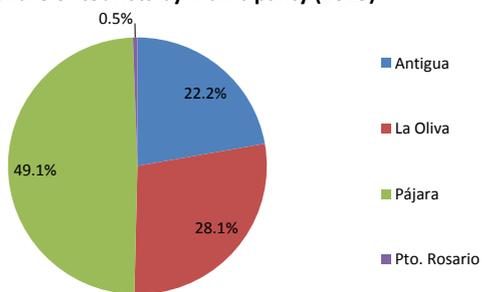
### How do they rate the following features and services?

(Scale 1 - 10)	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
Accommodation	7.9	8.0	8.1	9.0	8.0
Quality of accommodation	7.8	7.9	8.1	8.9	8.0
Treatment at accommodation	8.3	8.4	8.3	9.1	8.3
Quality of the food	7.4	7.6	7.9	9.2	7.7
Environmental	8.2	8.2	8.1	9.0	8.1
Climate	8.2	8.3	8.4	9.1	8.3
Bathing areas	8.2	8.3	8.5	9.0	8.4
Tranquility	8.4	8.5	8.4	9.1	8.4
Cleanliness	8.2	8.1	8.0	8.8	8.1
Quality of the environment	8.2	8.1	7.7	9.0	7.9
Scenery	8.1	8.0	7.4	9.0	7.7
Restaurants	7.9	8.0	7.8	8.1	7.9
Quality of restaurants	7.8	7.9	7.8	8.2	7.8
Treatment from restaurant staff	8.3	8.4	8.1	8.6	8.2
Prices	8.0	8.0	7.7	8.0	7.9
Local food and drink	7.5	7.7	7.5	7.8	7.5
Leisure activities	7.4	7.4	7.2	8.4	7.3
Cultural activities	7.2	6.9	6.6	8.0	6.8
Sporting activities	7.6	8.2	8.1	9.3	8.0
Health-related activities, wellness	7.5	7.7	7.6	8.3	7.6
Organized excursions	7.5	7.6	7.6	8.7	7.6
Recreational facilities for children	7.6	7.3	7.5	8.0	7.5
Theme parks	7.1	6.7	7.1	8.3	7.0
Golf	7.4	6.6	6.5	9.0	6.8
Nightlife, fun	7.0	7.5	6.2	8.2	6.8
Services and infrastructures	8.1	8.1	7.9	8.5	8.0
Bus services	7.6	7.7	7.1	7.5	7.4
Hospitality	8.6	8.6	8.5	9.1	8.6
Security	8.4	8.4	8.3	8.8	8.4
Taxi services	8.5	8.3	8.2	8.6	8.2
State of roads	8.2	8.0	7.9	8.2	8.0
Car rental	8.1	8.1	7.9	8.6	8.0
Quality and variety of shops	7.4	7.6	7.1	8.5	7.3
Total	7.96	8.01	7.87	8.64	7.92

### How many are loyal to the destination?

	Antigua	La Oliva	Pájara	Pto. Rosario	Fuerteventura
<b>Repeat tourists</b>					
- Germany	97.6%	100.0%	100.0%	100.0%	99.9%
- Spanish Mainland	100.0%	100.0%	100.0%	100.0%	97.5%
- United Kingdom	99.6%	100.0%	100.0%	100.0%	98.9%
- Others	97.1%	100.0%	100.0%	100.0%	99.3%
<b>In love (at least 10 previous visits)</b>					
- Germany	16.5%	45.8%	3.0%	0.3%	2.1%
- Spanish Mainland	18.7%	15.1%	4.1%	0.0%	7.1%
- United Kingdom	10.8%	7.0%	4.9%	1.7%	9.7%
- Others	36.1%	44.6%	5.6%	0.5%	21.7%

Share of tourists by municipality (2015)



Tourist arrivals by municipality (2015)

