

# PROFILE OF TOURIST VISITING FUERTEVENTURA 2021

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



	Fuerteventura	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>969,772</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>843,805</b>	<b>5,827,892</b>
- book holiday package	522,465	2,549,012
- do not book holiday package	321,340	3,278,880
- % tourists who book holiday package	61.9%	43.7%
Share of total tourist	14.5%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,441</b>	<b>1,415</b>
- holiday package	1,184	1,135
- others	257	280
<b>- do not book holiday package</b>	<b>1,078</b>	<b>1,044</b>
- flight	249	248
- accommodation	461	369
- others	367	427
<b>Average length of stay</b>	<b>9.18</b>	<b>9.54</b>
- book holiday package	8.93	8.59
- do not book holiday package	9.58	10.28
<b>Average daily expenditure (€)</b>	<b>153.2</b>	<b>144.0</b>
- book holiday package	170.9	172.8
- do not book holiday package	124.5	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,099</b>	<b>7,028</b>
- book holiday package	753	3,606
- do not book holiday package	346	3,422

## Importance of each factor in the destination choice



	Fuerteventura	Canary Islands
Climate	79.8%	76.0%
Sea	69.5%	52.0%
Beaches	67.2%	44.6%
Tranquility	56.4%	48.5%
Safety	53.6%	49.0%
European belonging	44.5%	40.2%
Accommodation supply	43.7%	37.8%
Effortless trip	40.3%	34.9%
Price	32.3%	32.4%
Landscapes	30.6%	39.1%
Environment	28.1%	34.7%
Authenticity	24.4%	24.4%
Gastronomy	24.3%	27.9%
Fun possibilities	20.5%	22.4%
Exoticism	12.8%	14.5%
Hiking trail network	7.0%	12.1%
Shopping	6.5%	8.8%
Historical heritage	5.8%	9.1%
Culture	5.2%	8.7%
Nightlife	4.4%	8.4%

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 BEACHES



## What is the main motivation for their holidays?



	Fuerteventura	Canary Islands
Rest	61.7%	50.7%
Enjoy family time	8.8%	14.0%
Have fun	4.5%	7.3%
Explore the destination	19.0%	23.3%
Practice their hobbies	4.4%	2.6%
Other reasons	1.6%	2.1%



### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



## Where did they spend their main holiday last year?\*

	Fuerteventura	Canary Islands
Didn't have holidays	33.9%	35.7%
Canary Islands	16.3%	17.6%
Other destination	49.8%	46.8%

## What other destinations do they consider for this trip?\*

	Fuerteventura	Canary Islands
None	24.4%	29.4%
Canary Islands (other island)	27.2%	25.4%
Other destination	48.4%	45.1%

\*Percentage of valid answers

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.

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



	Fuerteventura	Canary Islands
The same day	0.7%	1.0%
Between 1 and 30 days	44.6%	42.5%
Between 1 and 2 months	25.0%	26.7%
Between 3 and 6 months	18.7%	18.7%
More than 6 months	11.0%	11.1%

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

	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	46.5%	45.7%
Friends or relatives	22.8%	30.9%
Internet or social media	57.9%	53.5%
Mass Media	1.6%	2.3%
Travel guides and magazines	7.2%	7.0%
Travel Blogs or Forums	8.4%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	28.5%	19.4%
Public administrations or similar	1.0%	1.9%
Others	1.7%	2.9%

\* Multi-choise question

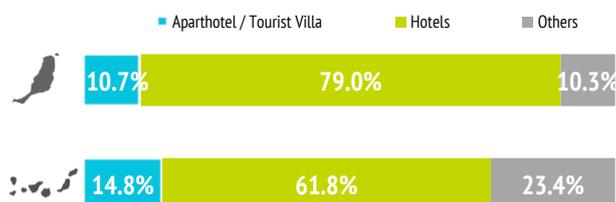
## With whom did they book their flight and accommodation?

	Fuerteventura	Canary Islands
<b>Flight</b>		
- Directly with the airline	36.8%	52.8%
- Tour Operator or Travel Agency	63.2%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	27.9%	39.9%
- Tour Operator or Travel Agency	72.1%	60.1%

## Where do they stay?

	Fuerteventura	Canary Islands
1-2-3* Hotel	18.1%	11.5%
4* Hotel	56.7%	39.4%
5* Hotel / 5* Luxury Hotel	4.2%	10.9%
Aparthotel / Tourist Villa	10.7%	14.8%
House/room rented in a private dwelling	3.8%	6.9%
Private accommodation (1)	3.2%	9.9%
Others (Cottage, cruise, camping,...)	3.3%	6.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



## What do they book?

	Fuerteventura	Canary Islands
Room only	16.2%	28.1%
Bed and Breakfast	5.9%	15.3%
Half board	15.8%	19.5%
Full board	5.5%	3.2%
All inclusive	56.6%	33.8%

”  
**56.65% of tourists book all inclusive.**

(Canary Islands: 33.8%)

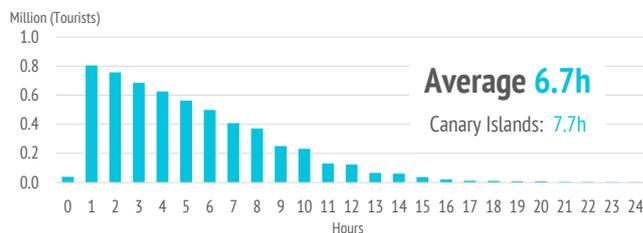
## Other expenses

	Fuerteventura	Canary Islands
Restaurants or cafes	46.9%	66.9%
Supermarkets	49.0%	55.6%
Car rental	32.9%	37.3%
Organized excursions	19.9%	23.7%
Taxi, transfer, chauffeur service	52.4%	46.0%
Theme Parks	2.9%	8.6%
Sport activities	11.2%	9.3%
Museums	2.0%	4.7%
Flights between islands	7.7%	6.3%

## Activities in the Canary Islands

Outdoor time per day	Fuerteventura	Canary Islands
0 hours	4.7%	2.4%
1 - 2 hours	14.2%	10.0%
3 - 6 hours	32.8%	30.1%
7 - 12 hours	40.4%	47.1%
More than 12 hours	7.9%	10.5%

## TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fuerteventura	Canary Islands
Beach	88.9%	75.1%
Walk, wander	63.8%	72.2%
Swimming pool, hotel facilities	58.1%	57.5%
Explore the island on their own	50.0%	52.5%
Swim	47.7%	38.8%
Taste Canarian gastronomy	23.4%	30.2%
Hiking	17.5%	22.5%
Organized excursions	14.3%	16.0%
Sea excursions / whale watching	11.1%	13.5%
Surf	8.3%	4.8%
Practice other sports	8.0%	5.9%
Nightlife / concerts / shows	7.6%	12.3%
Other Nature Activities	7.1%	9.5%
Running	7.0%	7.6%
Theme parks	5.7%	12.2%
Beauty and health treatments	5.3%	5.6%
Wineries / markets / popular festivals	5.3%	10.0%
Museums / exhibitions	5.2%	10.7%
Cycling / Mountain bike	4.7%	4.2%
Scuba Diving	4.3%	4.2%
Windsurf / Kitesurf	4.2%	1.5%
Astronomical observation	4.2%	4.2%
Golf	2.0%	2.3%

\* Multi-choise question

FUERTEVENTURA CANARY ISLANDS

BEACH

88.9%

75.1%



## Which places do they visit in Fuerteventura?

	%	Absolute
Jandía Beach	49.3%	413,120
Corralejo Dunes and Isle of Lobos	35.0%	293,230
Cotillo	28.1%	235,364
Betancuria	22.5%	188,827
Cofete	21.8%	182,546
Betancuria Viewpoint	18.2%	152,189
Montaña Sagrada de Tindaya	8.3%	69,645
Sicasumbre Viewpoint	7.7%	64,625
Aloe Vera Museum	6.3%	53,169
Museums	4.0%	33,717
La Casa de los Coroneles	3.9%	32,730



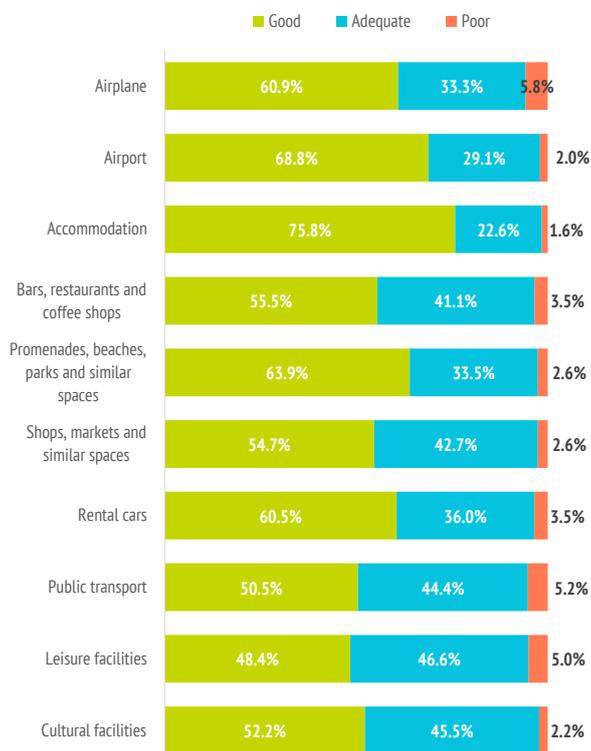
**5 in 10** tourists in Fuerteventura visit  
**Jandía Beaches**

## Health safety

Planning the trip: Importance	Fuerteventura	Canary Islands
Average rating (scale 0-10)	8.21	7.99

During the stay: Rate	Fuerteventura	Canary Islands
Average rating (scale 0-10)	8.54	8.42

## HEALTH SAFETY MEASURES (RATE)



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



	Fuerteventura	Canary Islands
One island	90.7%	90.9%
Two islands	8.7%	7.8%
Three or more islands	0.7%	1.3%

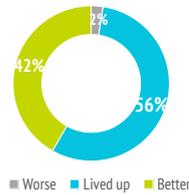
## How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Fuerteventura	Canary Islands
Average rating	8.86	8.86

Experience in the Canary Islands	Fuerteventura	Canary Islands
Worse or much worse than expected	2.4%	2.7%
Lived up to expectations	55.8%	51.4%
Better or much better than expected	41.8%	45.9%

Future intentions (scale 1-10)	Fuerteventura	Canary Islands
Return to the Canary Islands	8.86	8.86
Recommend visiting the Canary Island	9.07	9.10



Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?



	in Fuerteventura	in the Canary Islands
Fuerteventura: Repeat tourists	62.1%	29.4%
Fuerteventura: At least 10 previous visits	8.5%	1.7%
Canary Islands: Repeat tourists	69.7%	68.0%
Canary Islands: At least 10 previous visits	16.9%	18.3%

## MAIN SOURCE MARKETS: REPEAT TOURISTS

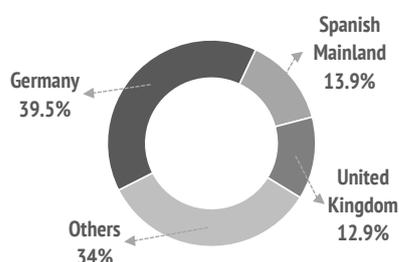
Germany **71%**  
S. Mainland **69%**  
UK **65%**  
France **42%**



## Where are they from?



	%	Absolute
Germany	39.5%	333,335
Spanish Mainland	13.9%	117,343
United Kingdom	12.9%	108,647
France	7.9%	66,526
Italy	6.6%	55,690
Poland	6.5%	54,834
Netherlands	2.9%	24,393
Denmark	1.9%	16,174
Sweden	1.5%	12,534
Switzerland	1.3%	11,258
Belgium	1.2%	9,803
Ireland	1.2%	9,729
Czech Republic	0.9%	7,333
Luxembourg	0.4%	3,160
Austria	0.3%	2,456
Portugal	0.3%	2,387
Finland	0.2%	1,808
Others	0.8%	6,394



## Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	10.9%	13.5%
Only with partner	52.1%	48.2%
Only with children (< 13 years old)	4.4%	3.9%
Partner + children (< 13 years old)	5.2%	4.9%
Other relatives	7.0%	8.4%
Friends	7.6%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.1%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>13.2%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.7%	1.2%
- Between 3 and 12 years old	10.6%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
<b>Tourists without children</b>	<b>86.8%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	14.3%	16.5%
- 2 people	59.7%	56.7%
- 3 people	10.1%	10.7%
- 4 or 5 people	14.1%	13.6%
- 6 or more people	1.9%	2.5%
<b>Average group size:</b>	<b>2.36</b>	<b>2.37</b>

\*People who share the main expenses of the trip

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?



	Fuerteventura	Canary Islands
<b>Gender</b>		
Men	51.0%	49.6%
Women	49.0%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	43.8	43.3
Standard deviation	15.3	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.1%	11.9%
25 - 30 years old	14.8%	14.8%
31 - 45 years old	30.2%	30.2%
46 - 60 years old	29.2%	26.6%
Over 60 years old	15.6%	16.4%
<b>Occupation</b>		
Salaried worker	59.0%	57.8%
Self-employed	11.8%	11.1%
Unemployed	1.2%	1.7%
Business owner	10.8%	10.0%
Student	5.2%	5.9%
Retired	11.0%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.6%	0.9%
<b>Annual household income level</b>		
Less than €25,000	13.9%	16.1%
€25,000 - €49,999	37.7%	37.0%
€50,000 - €74,999	23.8%	23.4%
More than €74,999	24.6%	23.5%
<b>Education level</b>		
No studies	1.6%	2.2%
Primary education	1.8%	2.2%
Secondary education	18.3%	18.8%
Higher education	78.3%	76.9%



Pictures: Freepik.com