

PROFILE OF TOURIST VISITING FUERTEVENTURA 2022



How many are they and how much do they spend?

	Fuerteventura	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	2,057,495	14,617,383
Tourist arrivals > 15 years old (EGT)	1,822,701	12,832,078
- book holiday package	1,155,039	6,128,916
- do not book holiday package	667,662	6,703,162
- % tourists who book holiday package	63.4%	47.8%
Share of total tourist	14.1%	100%
Children <= 15 years old (FRONTUR - EGT)	234,794	1,785,305
Expenditure per tourist (€)		
- book holiday package	1,378	1,492
- holiday package	1,235	1,236
- others	143	256
- do not book holiday package	1,141	1,152
- flight	293	311
- accommodation	468	405
- others	380	436
Average length of stay		
- book holiday package	8.87	8.45
- do not book holiday package	10.24	9.96
Average daily expenditure (€)		
- book holiday package	163.2	186.1
- do not book holiday package	124.9	137.1
Total turnover (> 15 years old) (€m)	2,354	16,863
- book holiday package	1,592	9,143
- do not book holiday package	762	7,720

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Fuerteventura	Canary Islands
Didn't have holidays	28.6%	31.7%
Canary Islands	20.5%	20.4%
Other destination	50.9%	48.0%

What other destinations do they consider for this trip?*

	Fuerteventura	Canary Islands
None	23.7%	28.3%
Canary Islands (other island)	27.1%	24.6%
Other destination	49.2%	47.1%

*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.

Importance of each factor in the destination choice

	Fuerteventura	Canary Islands
Climate	75.6%	75.0%
Sea	61.7%	46.0%
Beaches	59.0%	39.3%
Safety	54.0%	51.3%
Tranquility	53.0%	46.5%
Accommodation supply	42.9%	41.8%
Effortless trip	41.4%	37.5%
European belonging	38.3%	36.5%
Price	37.6%	35.8%
Environment	29.3%	33.3%
Landscapes	29.2%	34.1%
Gastronomy	23.5%	26.6%
Authenticity	21.1%	22.3%
Fun possibilities	21.0%	23.3%
Exoticism	11.0%	11.8%
Shopping	7.9%	9.1%
Hiking trail network	6.6%	10.1%
Culture	6.4%	9.0%
Historical heritage	5.9%	8.4%
Nightlife	5.2%	7.9%

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	55.0%	51.1%
Enjoy family time	12.8%	16.1%
Have fun	8.7%	8.5%
Explore the destination	17.6%	20.3%
Practice their hobbies	3.3%	1.9%
Other reasons	2.5%	2.1%



How far in advance do they book their trip?

	Fuerteventura	Canary Islands
The same day	0.8%	0.7%
Between 1 and 30 days	30.6%	27.8%
Between 1 and 2 months	24.9%	25.3%
Between 3 and 6 months	28.7%	28.8%
More than 6 months	15.0%	17.4%

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

	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	45.4%	49.8%
Friends or relatives	23.6%	30.4%
Internet or social media	56.2%	54.2%
Mass Media	2.1%	2.0%
Travel guides and magazines	6.5%	7.0%
Travel Blogs or Forums	6.5%	6.9%
Travel TV Channels	1.0%	0.8%
Tour Operator or Travel Agency	24.8%	20.7%
Public administrations or similar	0.7%	1.3%
Others	1.9%	3.2%

* Multi-choise question

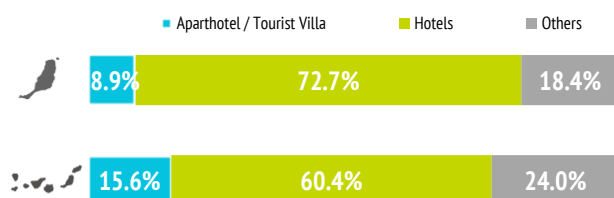
With whom did they book their flight and accommodation?

	Fuerteventura	Canary Islands
Flight		
- Directly with the airline	38.3%	50.0%
- Tour Operator or Travel Agency	61.7%	50.0%
Accommodation		
- Directly with the accommodation	28.2%	36.6%
- Tour Operator or Travel Agency	71.8%	63.4%

Where do they stay?

	Fuerteventura	Canary Islands
1-2-3* Hotel	14.8%	10.9%
4* Hotel	53.1%	39.0%
5* Hotel / 5* Luxury Hotel	4.7%	10.5%
Aparthotel / Tourist Villa	8.9%	15.6%
House/room rented in a private dwelling	6.0%	7.2%
Private accommodation (1)	6.2%	8.7%
Others (Cottage, cruise, camping,...)	6.2%	8.1%

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



What do they book?

	Fuerteventura	Canary Islands
Room only	17.2%	28.5%
Bed and Breakfast	5.9%	13.9%
Half board	14.5%	19.1%
Full board	5.1%	3.5%
All inclusive	57.4%	34.9%

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57.4% of tourists book all inclusive.
(Canary Islands: 34.9%)

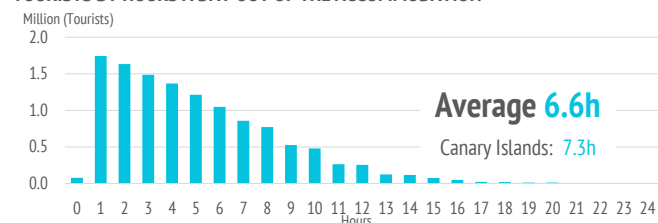
Other expenses

	Fuerteventura	Canary Islands
Restaurants or cafes	46.7%	66.4%
Supermarkets	46.6%	55.9%
Car rental	27.9%	32.0%
Organized excursions	18.5%	23.6%
Taxi, transfer, chauffeur service	55.0%	51.8%
Theme Parks	3.3%	10.9%
Sport activities	8.7%	7.9%
Museums	1.9%	5.2%
Flights between islands	5.7%	5.0%

Activities in the Canary Islands

	Fuerteventura	Canary Islands
Outdoor time per day		
0 hours	4.3%	2.5%
1 - 2 hours	14.2%	10.7%
3 - 6 hours	34.4%	32.7%
7 - 12 hours	40.2%	45.1%
More than 12 hours	6.9%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Fuerteventura	Canary Islands
Activities in the Canary Islands		
Beach	82.2%	71.3%
Walk, wander	62.9%	73.8%
Swimming pool, hotel facilities	58.5%	61.1%
Explore the island on their own	45.0%	48.7%
Taste Canarian gastronomy	20.5%	27.0%
Hiking	15.6%	18.5%
Organized excursions	15.2%	17.4%
Sea excursions / whale watching	11.5%	12.7%
Nightlife / concerts / shows	10.2%	15.3%
Swim	10.0%	10.1%
Wineries / markets / popular festivals	7.0%	10.6%
Other Nature Activities	7.0%	8.1%
Theme parks	6.6%	14.4%
Surf	6.4%	3.1%
Practice other sports	5.8%	4.7%
Running	4.9%	5.9%
Museums / exhibitions	4.7%	10.0%
Beauty and health treatments	4.7%	5.9%
Astronomical observation	4.0%	3.7%
Cycling / Mountain bike	3.8%	3.3%
Scuba Diving	2.9%	3.0%
Windsurf / Kitesurf	2.7%	1.2%
Golf	1.9%	2.1%

* Multi-choise question

FUERTEVENTURA CANARY ISLANDS
BEACH 82.2% 71.3%



PROFILE OF TOURIST VISITING FUERTEVENTURA 2022

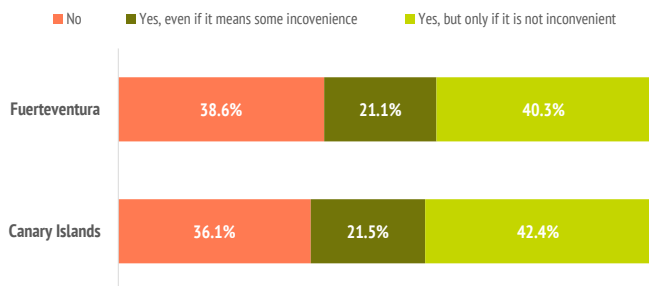


Which places do they visit in Fuerteventura?

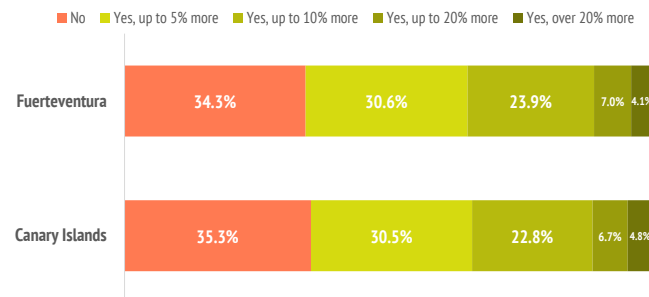
	%	Absolute
Jandía Beach	39.3%	711,236
Corralejo Dunes	33.1%	599,224
Cotillo	25.2%	456,172
Betancuria	19.3%	349,336
Cofete	15.8%	286,377
Betancuria Viewpoint	14.5%	262,572
Montaña Sagrada de Tindaya	6.7%	120,663
Aloe Vera Museum	6.0%	109,238
Sicasumbre Viewpoint	5.8%	105,348
Museums	4.2%	75,326
La Casa de los Coroneles	2.7%	48,058

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	Fuerteventura	Canary Islands
Quality of life on the island	7.92	8.08
Tolerance towards tourism	8.57	8.58
Cleanliness of the island	8.22	8.30
Air quality	8.62	8.49
Rational water consumption	7.35	7.46
Energy saving	6.86	6.93
Use of renewable energy	6.99	7.03
Recycling	7.09	7.14
Easy to get around by public transport	6.86	7.36
Overcrowding in tourist areas	6.38	6.65
Supply of local products	6.93	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

How many islands do they visit during their trip?

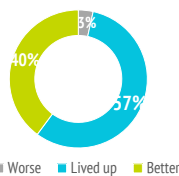
	Fuerteventura	Canary Islands
One island	91.3%	92.6%
Two islands	7.6%	6.3%
Three or more islands	1.1%	1.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Fuerteventura	Canary Islands
Average rating	8.77	8.85

Experience in the Canary Islands	Fuerteventura	Canary Islands
Worse or much worse than expected	3.5%	2.8%
Lived up to expectations	56.7%	53.5%
Better or much better than expected	39.9%	43.7%

Future intentions (scale 1-10)	Fuerteventura	Canary Islands
Return to the Canary Islands	8.69	8.82
Recommend visiting the Canary Island	8.96	9.06



Experience in the Canary Islands

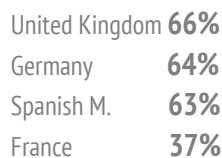
Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	in Fuerteventura	in the Canary Islands
Fuerteventura: Repeat tourists	59.0%	29.4%
Fuerteventura: At least 10 previous visits	8.2%	1.7%
Canary Islands: Repeat tourists	67.6%	70.1%
Canary Islands: At least 10 previous visits	16.4%	19.1%

MAIN SOURCE MARKETS: % REPEAT TOURISTS



PROFILE OF TOURIST VISITING FUERTEVENTURA 2022

Where are they from?



	%	Absolute
Germany	32.9%	599,054
United Kingdom	28.0%	510,180
Spanish Mainland	7.8%	142,565
France	6.9%	126,025
Italy	6.1%	111,302
Poland	4.1%	75,239
Netherlands	3.1%	56,992
Ireland	1.8%	32,940
Denmark	1.5%	26,586
Czech Republic	1.4%	25,965
Austria	1.1%	19,917
Switzerland	1.1%	19,406
Belgium	0.9%	17,076
Sweden	0.9%	15,930
Portugal	0.8%	13,851
Finland	0.4%	6,948
Norway	0.2%	3,853
Others	1.0%	18,872

Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	9.2%	10.0%
Only with partner	46.7%	46.1%
Only with children (< 13 years old)	6.9%	4.9%
Partner + children (< 13 years old)	6.3%	7.3%
Other relatives	9.0%	9.9%
Friends	7.3%	7.3%
Work colleagues	0.2%	0.6%
Organized trip	0.3%	0.3%
Other combinations (1)	14.2%	13.7%

(1) Different situations have been isolated

Tourists with children	18.6%	18.0%
- Between 0 and 2 years old	1.6%	1.3%
- Between 3 and 12 years old	15.9%	15.5%
- Between 0 -2 and 3-12 years	1.1%	1.2%
Tourists without children	81.4%	82.0%
Group composition:		
- 1 person	11.5%	12.6%
- 2 people	55.7%	53.9%
- 3 people	12.9%	12.1%
- 4 or 5 people	16.2%	17.3%
- 6 or more people	3.7%	4.1%
Average group size:	2.56	2.60

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN



Who are they?



	Fuerteventura	Canary Islands
Gender		
Men	49.1%	48.4%
Women	50.9%	51.6%
Age		
Average age (tourist > 15 years old)	45.7	45.7
Standard deviation	15.9	16.0
Age range (> 15 years old)		
16 - 24 years old	10.0%	10.4%
25 - 30 years old	12.1%	11.5%
31 - 45 years old	28.4%	29.4%
46 - 60 years old	28.8%	27.2%
Over 60 years old	20.6%	21.5%
Occupation		
Salaried worker	58.4%	57.4%
Self-employed	10.1%	10.8%
Unemployed	0.6%	1.0%
Business owner	8.9%	8.3%
Student	4.5%	4.6%
Retired	16.2%	16.5%
Unpaid domestic work	0.8%	0.6%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	14.6%	14.3%
€25,000 - €49,999	34.9%	34.3%
€50,000 - €74,999	26.3%	25.4%
More than €74,999	24.2%	26.0%
Education level		
No studies	3.2%	3.6%
Primary education	1.8%	1.7%
Secondary education	20.2%	20.2%
Higher education	74.8%	74.5%



3 IN 10 TOURISTS ARE
GERMAN

46 YEARS OLD
AVERAGE AGE

47%
ONLY WITH
PARTNER



Pictures: Freepik.com

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.