Tourist profile by municipality
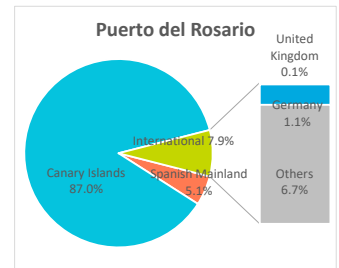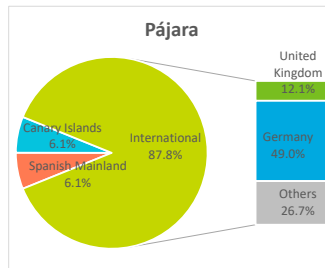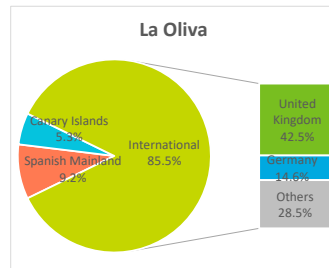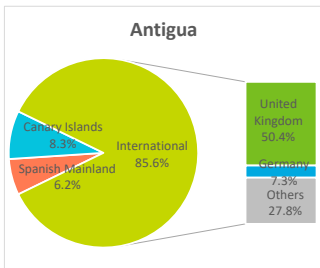# Fuerteventura (2023)

GUESTS IN ACCOMMODATION

	Municipality of stay						Accommodation type	
Place of residence:	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	325,520	385,526	908,135	851	55,940	**1,675,972**	1,528,162	147,810
- United Kingdom	191,795	191,543	125,376	11	2,003	**510,728**	452,596	58,132
- Germany	27,782	65,586	507,044	123	14,890	**615,425**	562,862	52,563
Spanish Mainland	23,518	41,253	63,418	543	51	**128,783**	111,055	17,728
Canary Islands	31,432	23,894	62,922	9,317	1,280	**128,845**	102,734	26,111
Total	**380,470**	**450,673**	**1,034,475**	**10,711**	**57,271**	**1,933,600**	**1,741,951**	**191,649**

	Municipality of stay (%)						Accommodation type (%)	
Place of residence:	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
International	85.6%	85.5%	87.8%	7.9%	97.7%	**86.7%**	87.7%	77.1%
- United Kingdom	50.4%	42.5%	12.1%	0.1%	3.5%	**26.4%**	26.0%	30.3%
- Germany	7.3%	14.6%	49.0%	1.1%	26.0%	**31.8%**	32.3%	27.4%
Spanish Mainland	6.2%	9.2%	6.1%	5.1%	0.1%	**6.7%**	6.4%	9.3%
Canary Islands	8.3%	5.3%	6.1%	87.0%	2.2%	**6.7%**	5.9%	13.6%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Seasonal profile of guests by municipality (2023)

Share of guests by municipality (2023)

Antigua

La Oliva

Pájara
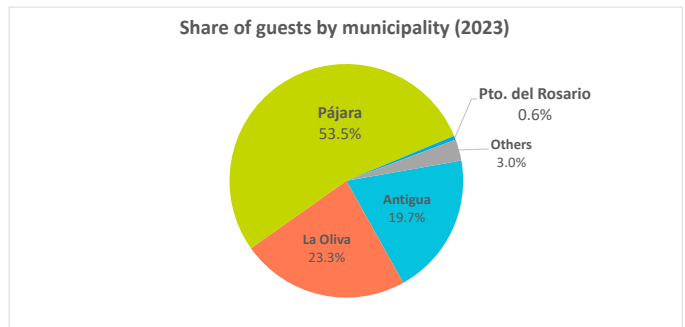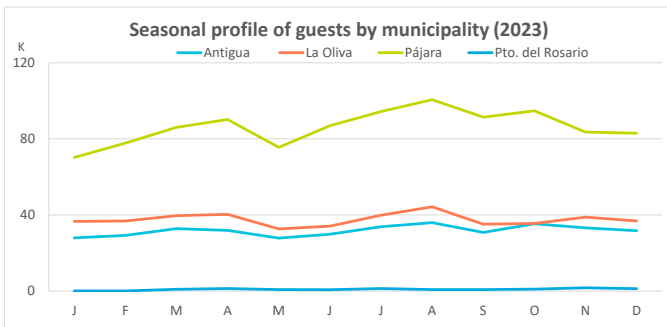
Puerto del Rosario

Other indicators

	Municipality of stay						Accommodation type	
	Antigua	La Oliva	Pájara	Pto. del Rosario	Others	Fuerteventura	Hotel	Apartment
Bednights								
International	2,438,321	3,073,654	7,734,348	2,313	432,484	**13,681,120**	12,233,957	1,447,163
- United Kingdom	1,496,613	1,511,231	981,242	11	14,169	**4,003,266**	3,474,228	529,038
- Germany	187,372	590,406	4,742,741	377	142,147	**5,663,043**	5,078,530	584,513
Spanish Mainland	100,276	194,778	363,795	1,654	345	**660,848**	563,839	97,009
Canary Islands	131,274	94,898	394,388	18,564	6,246	**645,370**	513,338	132,032
Total	**2,669,871**	**3,363,330**	**8,492,531**	**22,531**	**439,075**	**14,987,338**	**13,311,134**	**1,676,204**
Lenght of stay								
International	7.5	8.0	8.5	2.7	--	**8.2**	8.0	9.8
- United Kingdom	7.8	7.9	7.8	1.0	--	**7.8**	7.7	9.1
- Germany	6.7	9.0	9.4	3.1	--	**9.2**	9.0	11.1
Spanish Mainland	4.3	4.7	5.7	3.0	--	**5.1**	5.1	5.5
Canary Islands	4.2	4.0	6.3	2.0	--	**5.0**	5.0	5.1
Total	**7.0**	**7.5**	**8.2**	**2.1**	**--**	**7.8**	**--**	**--**
ADR (€)	76.5	99.2	110.0	50.3	--	**101.1**	105.7	64.8
RevPar (€)	57.6	78.7	82.3	17.0	--	**76.8**	81.6	43.8
Total Revenue (€ million)	94.3	150.6	462.1	0.8	--	**728.3**	676.2	52.0
Bed-space ocuppancy rate (%)	66.2	72.3	68.1	31.0	--	**68.8**	71.5	53.1
Occupancy rate per room/apart.(%)	75.3	79.3	74.8	33.7	--	**76.0**	77.2	67.6
Tourist population [1]	7,315	9,215	23,267	62	1,203	**41,061**	--	--
Employment	1,653	2,224	6,602	13	332	**10,824**	10,212	612

[1] *Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).*

How many are they and how much do they spend? 🧍€

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourist arrivals (≥ 16 years old)	389,907	573,052	922,022	31,369	**1,984,658**
Average daily expenditure (€)	161.42	157.48	173.59	107.94	**164.93**
Average lenght of stay	8.69	9.93	9.21	11.73	**9.42**
Turnover per tourist (€)	1,251	1,361	1,494	905	**1,392**
Total turnover (≥ 16 years old)(€m)	488	780	1,378	28.4	**2,762**
Share of total turnover	17.7%	28.2%	49.9%	1.0%	**100%**
Share of total tourists	19.6%	28.9%	46.5%	1.6%	**100%**

Share of tourists by municipality (2023)

- Pájara 46.5%
- P. Rosario 1.6%
- Others 3.4%
- Antigua 19.6%
- La Oliva 28.9%

Importance of each factor in the destination choice 👥?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Climate	79.8%	76.5%	79.3%	67.0%	**77.8%**
Sea	51.4%	54.0%	67.6%	60.1%	**59.6%**
Beaches	49.3%	51.8%	66.2%	58.1%	**57.5%**
Safety	60.7%	52.5%	58.7%	45.3%	**56.6%**
Tranquility	50.5%	51.3%	58.9%	42.8%	**54.4%**
Accommodation supply	47.2%	38.5%	48.1%	20.0%	**44.1%**
Effortless trip	42.4%	39.1%	42.1%	29.1%	**40.7%**
Price	43.4%	35.1%	36.8%	27.9%	**37.2%**
European belonging	34.4%	32.7%	40.7%	32.0%	**36.9%**
Landscapes	30.0%	33.9%	27.7%	41.8%	**30.2%**
Environment	34.5%	35.9%	24.1%	30.4%	**29.8%**
Gastronomy	27.1%	25.8%	23.0%	34.8%	**24.6%**
Fun possibilities	22.3%	21.3%	20.7%	15.9%	**21.1%**
Authenticity	20.9%	21.5%	19.8%	19.6%	**20.4%**
Exoticism	9.9%	9.8%	10.5%	13.6%	**10.2%**
Shopping	11.1%	7.1%	6.0%	5.3%	**7.3%**
Culture	9.3%	7.2%	6.2%	8.4%	**7.1%**
Historical heritage	8.0%	6.1%	5.5%	8.5%	**6.2%**
Nightlife	7.9%	5.4%	3.2%	2.9%	**4.8%**
Hiking trail network	0.0%	0.0%	0.0%	0.0%	**0.0%**

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.

What is the main motivation for their holidays? 🍴

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Rest	62.1%	50.9%	55.5%	20.9%	**54.4%**
Explore the destination	13.3%	19.1%	18.8%	34.4%	**17.9%**
Other reasons	24.7%	30.1%	25.7%	44.8%	**27.7%**

How far in advance do they bok their trip? 📅

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Between 0 and 30 days	19.2%	23.9%	24.9%	30.9%	**23.7%**
Between 1 and 2 months	22.0%	25.4%	26.2%	24.3%	**24.9%**
More than 3 months	58.8%	50.7%	48.9%	44.8%	**51.4%**

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

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Previous visits to the Canary Islands	44.4%	41.4%	39.1%	30.9%	**40.5%**
Friends or relatives	21.2%	27.0%	16.4%	43.4%	**20.9%**
Internet or social media	52.5%	51.9%	51.4%	51.5%	**51.6%**
Tour Operator or Travel Agency	22.8%	18.6%	33.1%	4.1%	**26.2%**
Others	13.5%	16.2%	16.4%	22.9%	**15.7%**

(*) Multi-choise question

What do they book? 🍽

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Room only/ Bed & Breakfast	31.6%	46.6%	7.9%	92.0%	**24.1%**
Half board / Full board	21.8%	16.2%	22.5%	6.5%	**21.1%**
All inclusive	46.6%	37.2%	69.6%	1.5%	**54.9%**

ALL INCLUSIVE

- Antigua 46.6%
- La Oliva 37.2%
- Pájara 69.6%
- P. Rosario 1.5%

Fuerteventura 54.9%

(Canary Islands: 33.2%)

Where do they stay? 🛏

Type of accommodation	Antigua	La Oliva	Pájara	P. Rosario	FUE
All markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	68.6%	52.4%	88.3%	8.0%	**71.9%**
- Apartment	9.5%	12.5%	3.4%	4.9%	**7.3%**
- Private accommodation	17.8%	24.9%	4.7%	78.3%	**15.0%**
- Other type of accommodation	4.1%	10.2%	3.5%	8.9%	**5.8%**
German market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	77.7%	57.4%	90.7%	43.5%	**84.3%**
- Apartment	6.0%	6.1%	3.7%	56.5%	**4.2%**
- Private accommodation	7.0%	22.3%	3.9%	0.0%	**7.5%**
- Other type of accommodation	9.3%	14.3%	1.7%	0.0%	**4.1%**
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	70.4%	50.0%	82.7%	3.1%	**62.4%**
- Apartment	10.1%	19.7%	6.0%	2.2%	**11.0%**
- Private accommodation	17.3%	21.3%	8.7%	93.3%	**22.1%**
- Other type of accommodation	2.2%	9.1%	2.6%	1.5%	**4.6%**
British market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	67.7%	61.0%	90.4%	15.1%	**69.7%**
- Apartment	10.8%	13.1%	2.3%	20.3%	**9.6%**
- Private accommodation	19.5%	22.2%	4.5%	32.3%	**17.6%**
- Other type of accommodation	2.1%	3.8%	2.8%	32.3%	**3.1%**
Other markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	67.6%	39.9%	83.5%	8.9%	**63.4%**
- Apartment	7.9%	13.3%	2.9%	1.6%	**7.2%**
- Private accommodation	17.5%	30.7%	5.7%	79.7%	**18.5%**
- Other type of accommodation	6.9%	16.1%	7.9%	9.8%	**10.8%**

Lenght of stay (all markets)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Type of accommodation					
- Hotel	7.7	8.4	8.8	6.2	**8.5**
- Apartment	9.3	9.9	10.3	9.6	**9.9**
- Private accommodation	12.2	13.0	16.0	12.8	**13.6**
- Other type of accommodation	8.0	10.2	9.4	8.8	**9.4**

Activities in the Canary Islands

Outdoor time per day	Antigua	La Oliva	Pájara	P. Rosario	FUE
0 - 8 hours	70.0%	65.5%	77.5%	55.8%	71.9%
More than 8 hours	30.0%	34.5%	22.5%	44.2%	28.1%

Activities in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Beach	70.6%	76.6%	83.1%	71.8%	77.9%
Walk, wander	71.3%	67.5%	52.6%	65.3%	61.0%
Swimming pool, hotel facilities	60.2%	48.2%	56.4%	15.4%	54.1%
Explore the island on their own	39.0%	45.5%	35.6%	64.7%	39.8%
Taste Canarian gastronomy	17.2%	25.4%	15.7%	26.4%	19.1%
Nature activities	14.2%	20.1%	16.3%	26.2%	17.5%
Activities at sea	10.2%	22.3%	12.0%	6.6%	14.8%
Organized excursions	12.4%	12.4%	15.6%	8.1%	13.8%
Sport activities	16.6%	10.1%	10.5%	15.8%	12.5%
Nightlife / concerts / shows	14.4%	14.2%	5.4%	10.1%	9.7%
Wineries/markets/popular festivals	7.8%	9.2%	4.7%	16.0%	6.9%
Theme parks	5.5%	5.4%	6.3%	7.9%	5.9%
Museums / exhibitions	6.2%	6.6%	3.8%	16.7%	5.2%
Beauty and health treatments	4.2%	5.5%	5.2%	7.6%	5.0%
Astronomical observation	1.4%	2.8%	4.7%	3.1%	3.5%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	0.0%

(*) Multi-choise 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%

* Share over total answers

Where are they from?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Tourists (> 15 years old)					
United Kingdom	215,668	231,544	146,637	3,472	605,719
Germany	29,261	101,265	486,349	539	636,891
Spain	25,416	51,186	61,643	11,960	152,378
Others	119,562	189,057	227,393	15,399	589,670
% Tourists					
United Kingdom	35.6%	38.2%	24.2%	0.6%	100%
Germany	4.6%	15.9%	76.4%	0.1%	100%
Spain	16.7%	33.6%	40.5%	7.8%	100%
Others	20.3%	32.1%	38.6%	2.6%	100%

Tourist arrivals by municipality (2023)

Legend: Antigua, La Oliva, Pájara, P. Rosario

	Antigua	La Oliva	Pájara	P. Rosario
United Kingdom	35.6%	38.2%	24.2%	0.6%
Germany	4.6%	15.9%	76.4%	0.1%
Spain	16.7%	33.6%	40.5%	7.8%
Others	20.3%	32.1%	38.6%	2.6%
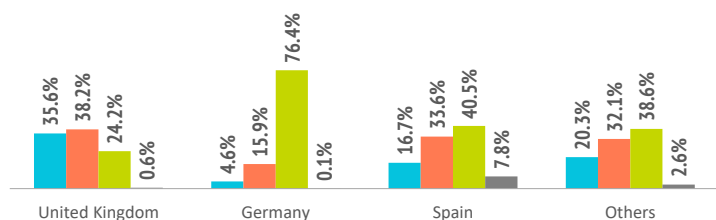
Who are they?

Gender	Antigua	La Oliva	Pájara	P. Rosario	FUE
Less than 50.000€	40.5%	45.0%	47.1%	51.7%	45.2%
Women	59.5%	55.0%	52.9%	48.3%	54.8%
Age range (> 15 years old)					
16 - 44 years old	42.3%	48.4%	50.9%	62.4%	48.8%
Over 44 years old	57.7%	51.6%	49.1%	37.6%	51.2%
Occupation					
Active	77.0%	75.5%	79.6%	74.4%	77.8%
Inactive	23.0%	24.5%	20.4%	25.6%	22.2%
Annual household income level					
Less than €50,000	45.9%	48.0%	43.2%	54.3%	45.1%
More than €50,000	54.1%	52.0%	56.8%	45.7%	54.9%
Education level					
No studies/Primary education	6.9%	5.5%	3.2%	1.9%	4.6%
Secondary education	20.8%	18.7%	22.8%	16.7%	20.9%
Higher education	72.3%	75.8%	74.0%	81.4%	74.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Average rating	8.81	8.84	8.64	8.85	8.74

Experience in the Canary Islands	Antigua	La Oliva	Pájara	P. Rosario	FUE
Worse or much worse than expected	2.9%	2.3%	2.9%	1.9%	2.7%
Lived up to expectations	57.2%	53.3%	56.3%	48.2%	55.4%
Better or much better than expected	39.9%	44.4%	40.8%	50.0%	42.0%

Future intentions (scale 1-10)	Antigua	La Oliva	Pájara	P. Rosario	FUE
Return to the Canary Islands	8.89	8.96	8.63	9.01	8.78
Recommend visiting the Canary Islands	8.99	9.08	8.86	9.29	8.96

8.78/10

Return to the Canary Islands

8.96/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
Repeat tourists	74.8%	71.5%	68.2%	65.6%	70.5%
- Germany	61.8%	74.9%	72.6%	0.0%	72.2%
- Spain	84.7%	79.9%	71.7%	69.3%	76.0%
- United Kingdom	82.3%	78.7%	70.1%	58.8%	77.8%
- Others	62.5%	58.8%	56.8%	66.5%	59.8%
Repeat tourists (3 or more visits)	57.6%	53.3%	49.7%	42.0%	52.3%
- Germany	48.2%	55.0%	57.2%	0.0%	56.2%
- Spain	59.7%	65.0%	51.2%	54.2%	57.3%
- United Kingdom	65.6%	61.5%	48.8%	58.8%	60.1%
- Others	44.9%	39.3%	34.0%	30.3%	38.8%

How many islands do they visit during their trip?

	Antigua	La Oliva	Pájara	P. Rosario	FUE
One island	93.0%	88.7%	94.4%	71.6%	92.1%
Two or more islands	7.0%	11.3%	5.6%	28.4%	7.9%

WHICH PLACES DO THE VISIT IN FUERTEVENTURA?*

Place	Percentage
Jandía Beach	36.2%
Corralejo Dunes	27.7%
Cotillo	21.4%
Betancuria	18.0%
Betancuria Viewpoint	13.5%
Cofete	12.3%
Aloe Vera Museum	6.8%
Montaña Sagrada de Tindaya	5.4%
Museums	4.6%
Sicasumbre Viewpoint	4.5%
La Casa de los Coroneles	2.4%
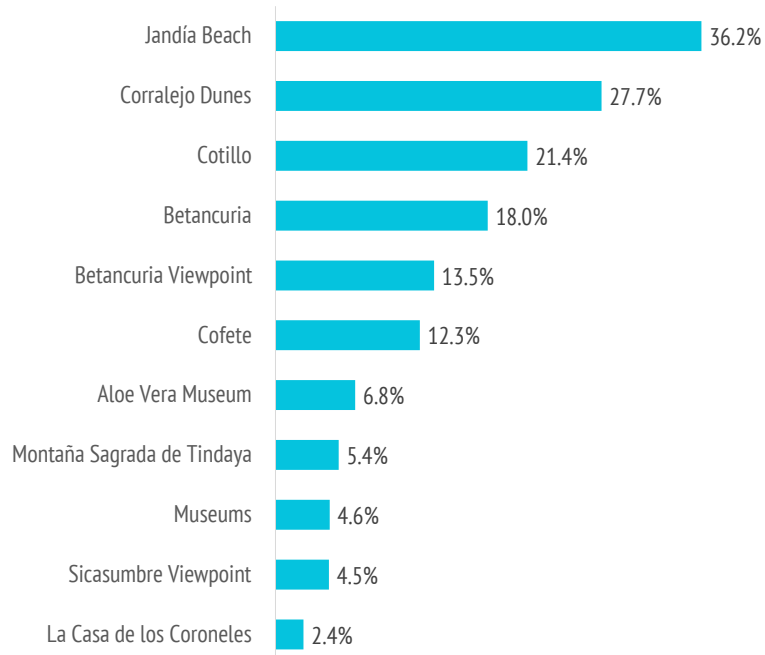
**Multi-choice question

99

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