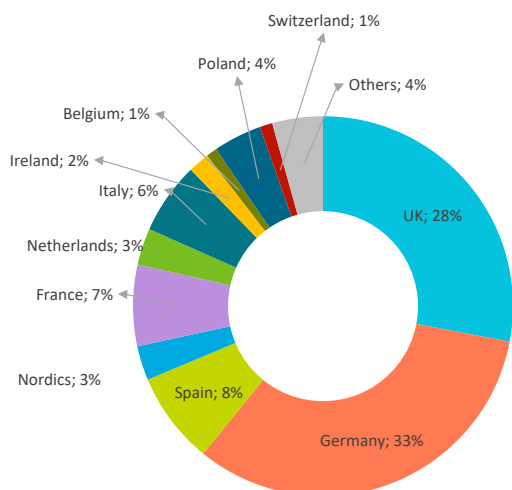


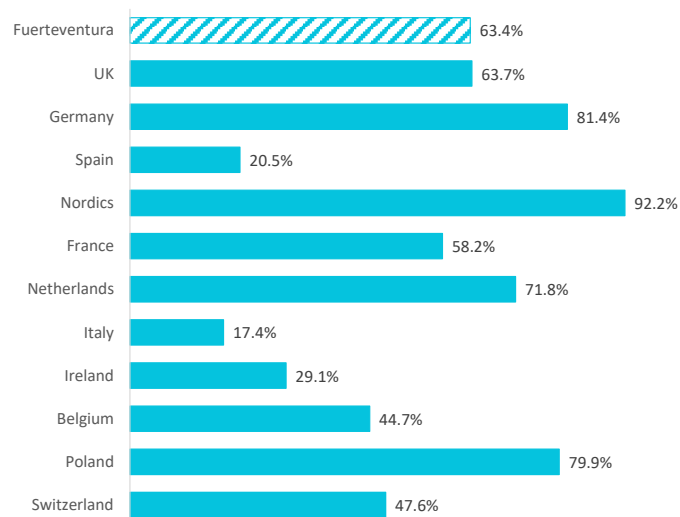
INBOUND TOURISM AND TOURIST EXPENDITURE

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Tourist arrivals > 15 years old (EGT)	1,822,701	510,180	599,054	142,565	53,316	126,025	56,992	111,302	32,940	17,076	75,239	19,406
% Tourists	100%	28.0%	32.9%	7.8%	2.9%	6.9%	3.1%	6.1%	1.8%	0.9%	4.1%	1.1%
% tourists who book holiday package	63.4%	63.7%	81.4%	20.5%	92.2%	58.2%	71.8%	17.4%	29.1%	44.7%	79.9%	47.6%
Expenditure per tourist (€)	1,291	1,247	1,505	925	1,164	1,227	1,345	959	1,323	1,217	1,129	1,835
- book holiday package	1,378	1,326	1,504	1,028	1,139	1,236	1,420	1,286	1,288	1,334	1,163	1,913
- holiday package	1,235	1,161	1,358	855	1,329	1,085	1,202	1,078	1,065	1,193	998	1,768
- others	143	165	146	173	-190	152	217	208	222	141	164	145
- do not book holiday package	1,141	1,108	1,508	899	1,464	1,213	1,156	890	1,338	1,122	995	1,765
- flight	293	278	389	204	521	301	284	215	417	341	295	508
- accommodation	468	409	653	421	445	528	528	351	441	419	454	804
- others	380	421	466	274	498	384	344	324	479	362	246	453
Average length of stay	9.37	8.93	10.49	7.68	8.64	8.55	9.55	10.06	8.64	9.25	8.17	9.57
- book holiday package	8.87	8.04	9.99	7.03	8.08	7.78	8.90	8.27	7.49	7.79	7.85	8.99
- do not book holiday package	10.24	10.49	12.68	7.84	15.30	9.62	11.22	10.44	9.11	10.43	9.41	10.09
Average daily expenditure (€)	149.2	153.8	154.4	131.0	141.6	154.4	156.1	108.4	170.3	148.1	144.9	201.5
- book holiday package	163.2	171.2	159.3	157.4	142.8	167.5	171.2	174.0	182.5	185.6	152.7	214.6
- do not book holiday package	124.9	123.4	133.2	124.2	126.5	136.3	117.7	94.6	165.4	117.8	114.1	189.7
Total turnover (> 15 years old) (€m)	2,354	636	902	132	62	155	77	107	44	21	85	36
- book holiday package	1,592	431	734	30	56	91	58	25	12	10	70	18
- do not book holiday package	762	205	168	102	6	64	19	82	31	11	15	18
Tourist arrivals (FRONTUR)	2,057,495	593,523	675,030	158,223	62,868	141,947	64,059	124,945	38,181	17,543	--	--
Passenger arrivals on non-stop flights (AENA)	2,783,823	628,681	701,782	389,493	54,808	101,465	61,083	142,780	41,115	13,992	72,218	51,291
Children <= 15 years old (FRONTUR - EGT)	234,794	83,343	75,976	15,658	9,552	15,922	7,067	13,643	5,241	467	--	--

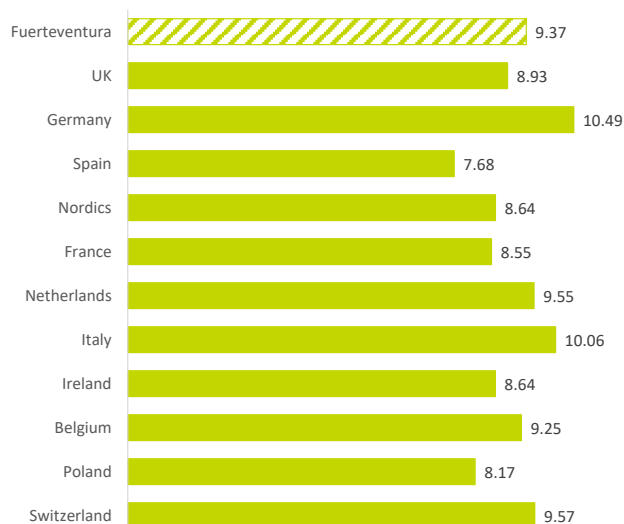
SHARE



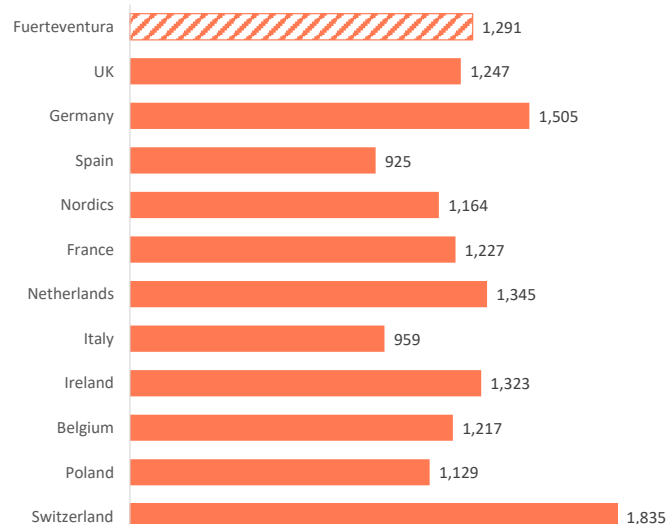
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey by markets

FUERTEVENTURA (2022)



% Tourists whose spending has been greater than €0 in each item

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	90.7%	86.8%	96.7%	88.1%	77.2%	94.4%	93.2%	78.2%	79.0%	74.0%	97.1%	98.4%
- Additional accommodation expenses	6.3%	6.0%	5.2%	6.5%	4.8%	9.3%	10.2%	7.7%	7.1%	7.0%	4.5%	7.9%
Transport:												
- National/International Transport	98.2%	98.7%	99.4%	98.8%	79.5%	97.1%	97.5%	97.9%	98.8%	98.9%	98.5%	100.0%
- Flights between islands	5.7%	4.7%	2.9%	11.3%	4.2%	9.3%	10.4%	11.3%	7.0%	5.3%	8.8%	6.2%
- Taxi	55.0%	63.6%	64.8%	20.1%	56.6%	49.7%	50.5%	23.9%	38.5%	32.1%	68.4%	44.5%
- Car rental	27.9%	15.5%	24.6%	59.4%	15.4%	33.5%	31.4%	50.6%	19.0%	41.8%	33.2%	32.6%
- Public transport	6.0%	4.6%	6.2%	4.9%	4.5%	6.7%	8.8%	10.3%	6.9%	14.4%	5.9%	7.0%
Food and drink:												
- Food purchases at supermarkets	46.6%	50.7%	40.8%	52.9%	41.8%	35.4%	57.3%	60.3%	65.6%	61.3%	40.9%	51.7%
- Restaurants	46.7%	53.4%	36.0%	62.0%	39.3%	42.7%	53.2%	67.1%	73.1%	51.4%	34.2%	47.1%
Leisure:												
- Organized excursions	18.5%	12.6%	18.6%	23.4%	10.6%	28.7%	23.7%	20.1%	12.5%	16.1%	30.3%	16.9%
- Sport activities	8.7%	8.9%	8.4%	6.9%	12.2%	9.0%	10.1%	9.8%	12.1%	13.3%	3.4%	16.1%
- Cultural activities	1.0%	1.1%	0.5%	1.7%	0.2%	0.4%	2.3%	1.9%	0.0%	0.5%	1.3%	0.7%
- Museums	1.9%	1.0%	1.3%	3.9%	1.3%	2.7%	1.6%	5.3%	1.0%	4.5%	3.0%	1.1%
- Theme Parks	3.3%	3.1%	3.9%	3.2%	1.5%	3.0%	2.8%	1.5%	1.6%	5.6%	4.5%	3.8%
- Discos and pubs	6.4%	10.1%	3.0%	7.1%	3.9%	4.3%	6.2%	12.0%	16.8%	3.5%	2.3%	3.5%
- Wellness	4.3%	5.7%	3.9%	3.7%	3.2%	3.7%	7.1%	2.9%	5.7%	9.0%	1.0%	4.6%
Purchases of goods:												
- Souvenirs	36.0%	35.4%	33.4%	38.0%	26.3%	33.3%	44.8%	38.4%	41.7%	45.3%	51.9%	40.4%
- Real estate	0.2%	0.2%	0.1%	0.1%	0.2%	0.0%	1.1%	0.0%	0.0%	0.9%	1.2%	0.8%
- Other purchases	0.8%	1.1%	0.8%	0.3%	0.5%	0.2%	1.1%	0.6%	1.3%	4.2%	0.9%	0.0%
Others:												
- Medical expenses	7.3%	8.3%	7.0%	8.1%	3.3%	5.7%	6.3%	8.0%	17.1%	20.8%	2.1%	6.3%
- Other expenses	6.1%	6.2%	6.2%	5.5%	13.0%	5.5%	3.9%	3.7%	4.8%	5.5%	6.2%	9.0%

Average expenditure of tourists whose spending has been greater than €0 in each item

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	859	861	916	642	893	941	814	668	722	759	702	984
- Additional accommodation expenses	148	133	102	134	223	306	105	151	115	42	118	50
Transport:												
- National/International Transport	678	606	791	465	841	684	661	527	732	711	574	1,041
- Flights between islands	357	317	425	213	490	346	386	242	429	383	326	564
- Taxi	66	59	64	56	89	91	46	57	73	41	46	179
- Car rental	102	79	136	64	106	87	101	70	62	92	78	114
- Public transport	135	137	151	113	136	121	119	144	149	172	112	172
- Discos and pubs	18	14	15	18	19	40	9	15	20	23	12	13
Food and drink:												
- Food purchases at supermarkets	244	284	227	197	234	209	220	230	314	199	174	283
- Restaurants	89	96	91	66	84	75	69	85	106	68	61	101
- Discos and pubs	155	187	136	131	150	134	151	146	209	130	114	182
Leisure:												
- Organized excursions	479	438	592	338	532	697	441	355	538	350	419	529
- Sport activities	96	88	104	68	91	124	92	87	121	84	94	106
- Cultural activities	106	80	131	79	126	137	71	91	83	85	152	138
- Museums	48	34	82	38	100	213	101	14	0	33	28	57
- Theme Parks	27	31	23	17	27	30	50	36	77	19	25	73
- Discos and pubs	56	58	58	42	84	56	30	23	90	42	64	40
- Wellness	84	97	126	43	55	69	43	41	74	47	29	57
- Other expenses	61	51	69	52	51	67	54	63	93	41	27	58
Purchases of goods:												
- Souvenirs	554	443	821	258	262	93	184	111	47,068	170	202	141
- Real estate	72	71	82	54	79	68	84	48	83	82	65	90
- Other purchases	252	72	656	150	34	0	53	0	44,500	75	25	51
- Other expenses	230	301	84	54	150	25	47	63	2,485	13	111	0
Others:												
- Medical expenses	116	127	108	85	189	101	123	141	116	130	48	99
- Other expenses	46	51	44	24	105	42	57	14	48	61	16	48
- Other expenses	70	76	64	61	83	59	66	127	69	69	33	51

TOURIST PROFILE

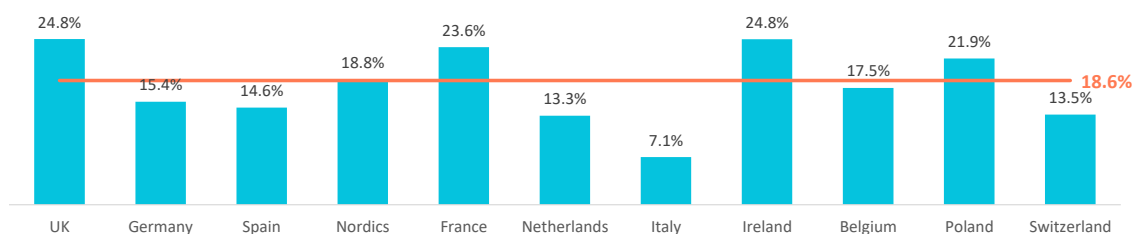
Who are they?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Gender												
Percentage of men	49.1%	45.6%	47.7%	50.4%	48.3%	51.6%	53.6%	55.7%	51.2%	55.2%	58.5%	49.0%
Percentage of women	50.9%	54.4%	52.3%	49.6%	51.7%	48.4%	46.4%	44.3%	48.8%	44.8%	41.5%	51.0%
Age												
Average age (tourists above 16 years old)	45.74	48.16	47.07	42.25	50.11	43.75	45.82	40.28	46.49	45.03	40.47	44.13
Standard deviation	15.9	15.2	16.7	14.4	16.2	15.5	15.9	16.2	14.6	14.4	13.7	15.6
Age range												
16-24 years old	10.0%	7.3%	10.3%	8.4%	8.6%	12.3%	11.6%	18.2%	6.8%	14.3%	10.3%	12.4%
25-30 years old	12.1%	7.9%	11.6%	17.6%	7.6%	12.9%	14.1%	20.0%	12.2%	5.3%	16.9%	15.9%
31-45 years old	28.4%	29.7%	25.0%	35.7%	18.0%	30.4%	18.7%	25.0%	26.2%	26.8%	41.8%	25.4%
46-60 years old	28.8%	31.4%	29.1%	24.3%	36.5%	29.6%	33.8%	22.3%	40.9%	38.7%	19.4%	29.2%
Over 60 years old	20.6%	23.8%	24.1%	14.1%	29.3%	14.8%	21.8%	14.5%	13.8%	15.0%	11.6%	17.1%
Occupation												
Salaried worker	58.4%	60.6%	59.0%	64.1%	47.3%	57.5%	57.5%	51.6%	64.7%	50.5%	43.6%	64.7%
Self-employed	10.1%	10.4%	6.8%	9.2%	7.8%	11.1%	10.2%	12.8%	11.3%	4.9%	24.2%	6.8%
Unemployed	0.6%	0.3%	0.2%	3.1%	0.2%	0.2%	0.9%	1.7%	0.0%	1.3%	0.8%	1.0%
Business owner	8.9%	4.5%	10.8%	9.0%	13.2%	8.5%	9.2%	9.9%	4.9%	15.9%	18.5%	12.5%
Student	4.5%	1.8%	4.4%	4.9%	5.4%	8.5%	4.3%	11.0%	6.2%	9.4%	5.0%	2.4%
Retired	16.2%	20.7%	17.6%	8.6%	25.0%	13.6%	14.3%	11.4%	11.3%	14.9%	7.0%	11.5%
Unpaid domestic work	0.8%	1.4%	0.6%	0.1%	0.7%	0.0%	2.5%	1.4%	0.6%	0.0%	0.4%	1.1%
Others	0.5%	0.4%	0.5%	1.0%	0.3%	0.4%	1.1%	0.1%	0.9%	3.1%	0.4%	0.0%
Annual household income level												
Less than €25,000	14.6%	11.2%	11.4%	23.8%	6.9%	10.3%	7.8%	27.2%	7.8%	27.0%	37.0%	2.6%
€25,000 - €49,999	34.9%	32.6%	33.6%	43.9%	17.4%	37.0%	32.2%	49.1%	22.5%	29.3%	37.8%	10.9%
€50,000 - €74,999	26.3%	27.6%	30.0%	19.3%	35.4%	26.4%	32.1%	14.8%	31.7%	29.3%	15.2%	16.4%
More than €74,999	24.2%	28.5%	25.0%	13.0%	40.2%	26.3%	27.9%	8.9%	38.0%	14.4%	10.0%	70.1%
Education level												
No studies	3.2%	10.5%	0.2%	0.4%	0.1%	0.1%	0.5%	0.5%	4.6%	1.5%	0.0%	0.0%
Primary education	1.8%	0.4%	3.4%	1.1%	5.4%	1.4%	1.1%	1.8%	0.0%	1.4%	0.0%	2.9%
Secondary education	20.2%	15.6%	24.1%	18.5%	18.5%	17.4%	37.9%	12.6%	30.2%	26.2%	16.6%	21.9%
Higher education	74.8%	73.5%	72.3%	80.1%	75.9%	81.0%	60.5%	85.1%	65.3%	70.8%	83.4%	75.2%

Who do they come with?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Unaccompanied	9.2%	9.0%	9.5%	8.7%	8.4%	7.6%	11.5%	10.9%	9.7%	22.3%	4.7%	17.3%
Only with partner	46.7%	44.5%	50.6%	53.1%	42.9%	38.0%	51.0%	43.7%	31.5%	33.7%	46.3%	45.9%
Only with children (< 13 years old)	6.9%	6.5%	7.0%	4.9%	10.0%	11.5%	4.7%	4.8%	4.8%	13.3%	5.7%	6.8%
Partner + children (< 13 years old)	6.3%	9.1%	5.6%	6.0%	3.9%	5.0%	5.3%	1.2%	8.0%	2.5%	6.6%	2.9%
Other relatives	9.0%	12.4%	5.1%	8.1%	8.2%	10.4%	6.6%	7.8%	25.5%	11.4%	12.3%	4.7%
Friends	7.3%	4.9%	7.5%	7.2%	6.0%	5.6%	7.8%	18.2%	2.5%	7.1%	4.5%	12.3%
Work colleagues	0.2%	0.0%	0.0%	0.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Organized trip	0.3%	0.3%	0.1%	0.2%	0.5%	0.5%	0.0%	0.8%	0.8%	0.0%	0.3%	0.0%
Other combinations ⁽²⁾	14.2%	13.3%	14.5%	11.1%	20.1%	20.3%	13.1%	12.5%	17.2%	9.7%	19.2%	10.1%
⁽²⁾ Different situations have been isolated												
Tourists with children	18.6%	24.8%	15.4%	14.6%	18.8%	23.6%	13.3%	7.1%	24.8%	17.5%	21.9%	13.5%
- Between 0 and 2 years old	1.6%	1.5%	1.3%	2.4%	1.8%	1.9%	3.1%	0.5%	1.6%	0.0%	2.7%	0.7%
- Between 3 and 12 years old	15.9%	22.4%	13.2%	10.3%	16.1%	20.5%	9.3%	5.5%	22.7%	17.5%	18.3%	10.9%
- Between 0 -2 and 3-12 years old	1.1%	0.9%	0.9%	1.8%	0.9%	1.1%	1.0%	1.2%	0.5%	0.0%	0.9%	1.9%
Tourists without children	81.4%	75.2%	84.6%	85.4%	81.2%	76.4%	86.7%	92.9%	75.2%	82.5%	78.1%	86.5%
Group composition:												
- 1 person	11.5%	11.0%	11.2%	10.7%	9.9%	8.8%	14.0%	18.2%	10.3%	25.9%	7.0%	18.2%
- 2 people	55.7%	51.5%	60.6%	59.0%	54.5%	50.7%	62.0%	54.1%	38.1%	42.4%	52.4%	56.1%
- 3 people	12.9%	12.7%	13.3%	13.2%	11.0%	13.6%	6.6%	11.0%	20.6%	13.9%	14.8%	12.5%
- 4 or 5 people	16.2%	18.6%	13.2%	13.9%	18.2%	22.1%	13.5%	15.6%	24.1%	16.7%	18.4%	11.6%
- 6 or more people	3.7%	6.2%	1.6%	3.2%	6.5%	4.8%	3.9%	1.2%	6.9%	1.0%	7.4%	1.7%
Average group size:	2.56	2.73	2.38	2.51	2.83	2.78	2.40	2.36	3.02	2.28	2.85	2.33

*People who share the main expenses of the trip

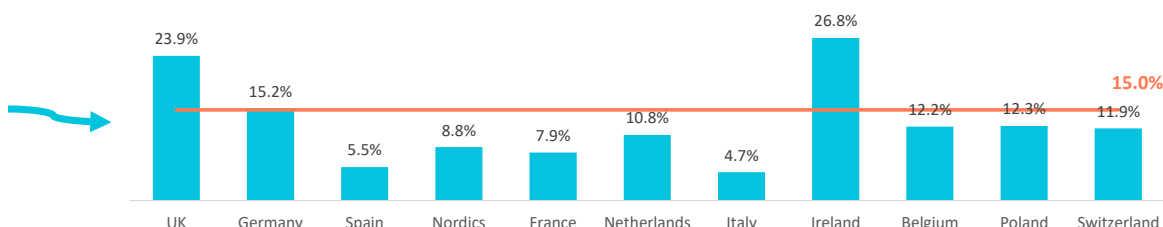


TRIP BOOKING

How far in advance do they book their trip?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
The same day	0.8%	0.3%	1.0%	0.3%	1.1%	0.7%	0.4%	1.7%	0.0%	4.5%	0.5%	0.0%
Between 1 and 30 days	30.6%	24.8%	30.9%	32.1%	37.0%	33.8%	36.7%	33.1%	16.7%	41.2%	36.1%	31.3%
Between 1 and 2 months	24.9%	22.0%	23.8%	32.6%	28.2%	26.7%	23.5%	29.3%	11.0%	26.5%	31.1%	27.6%
Between 3 and 6 months	28.7%	29.0%	29.0%	29.5%	24.9%	30.9%	28.6%	31.2%	45.5%	15.6%	20.0%	29.2%
More than 6 months	15.0%	23.9%	15.2%	5.5%	8.8%	7.9%	10.8%	4.7%	26.8%	12.2%	12.3%	11.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS IN ADVANCE



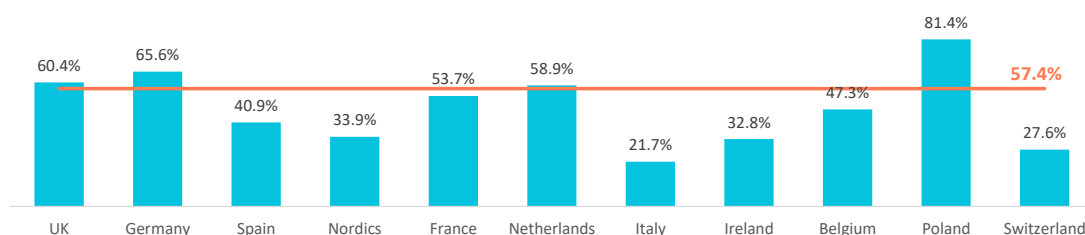
With whom did they book their flight and accommodation?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	38.3%	43.1%	20.9%	71.2%	9.9%	44.3%	24.3%	76.6%	73.0%	54.0%	17.1%	48.7%
- Tour Operator or Travel Agency	61.7%	56.9%	79.1%	28.8%	90.1%	55.7%	75.7%	23.4%	27.0%	46.0%	82.9%	51.3%
Accommodation												
- Directly with the accommodation	28.2%	29.9%	15.3%	56.2%	8.9%	38.2%	20.4%	62.5%	54.8%	37.4%	9.4%	39.8%
- Tour Operator or Travel Agency	71.8%	70.1%	84.7%	43.8%	91.1%	61.8%	79.6%	37.5%	45.2%	62.6%	90.6%	60.2%

What do they book?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Room only	17.2%	18.5%	10.3%	25.0%	12.4%	17.7%	11.3%	52.6%	39.6%	14.5%	8.6%	22.0%
Bed and Breakfast	5.9%	6.6%	2.3%	10.8%	10.2%	4.3%	13.1%	14.0%	17.2%	3.3%	2.8%	8.5%
Half board	14.5%	11.5%	16.8%	18.6%	26.3%	10.7%	16.0%	9.2%	8.0%	25.4%	6.2%	32.4%
Full board	5.1%	3.0%	5.0%	4.7%	17.2%	13.5%	0.7%	2.5%	2.5%	9.6%	0.9%	9.4%
All inclusive	57.4%	60.4%	65.6%	40.9%	33.9%	53.7%	58.9%	21.7%	32.8%	47.3%	81.4%	27.6%

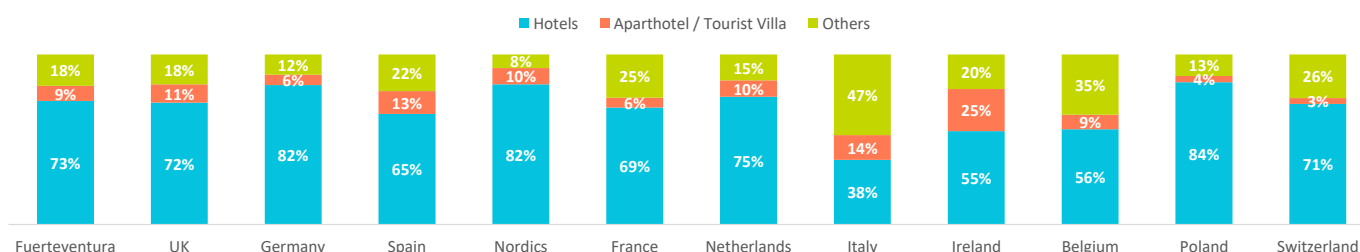
% TOURISTS WHO BOOK ALL INCLUSIVE



ACCOMMODATION

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
1-2-3* Hotel	14.8%	15.6%	16.6%	14.1%	15.0%	11.7%	10.8%	8.5%	17.7%	6.7%	18.5%	11.0%
4* Hotel	53.1%	49.4%	60.8%	47.6%	65.9%	52.8%	62.4%	27.8%	31.2%	47.6%	62.3%	50.7%
5* Hotel / 5* Luxury Hotel	4.7%	6.6%	4.6%	3.4%	1.5%	4.3%	1.9%	1.7%	5.9%	1.8%	2.9%	9.2%
Aparthotel / Tourist Villa	8.9%	10.8%	6.1%	13.5%	9.6%	5.7%	9.7%	14.5%	24.8%	8.5%	3.7%	3.4%
House/room rented in a private dwelling	6.0%	4.7%	5.5%	6.9%	2.7%	10.2%	0.4%	14.0%	1.9%	2.9%	3.5%	4.7%
Private accommodation ⁽¹⁾	6.2%	9.8%	2.5%	9.5%	1.6%	1.4%	5.9%	13.8%	16.9%	17.6%	2.5%	3.4%
Others (Cottage, cruise, camping,...)	6.2%	3.1%	3.9%	5.1%	3.7%	13.9%	8.9%	19.7%	1.5%	15.0%	6.6%	17.5%

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



TRIP MOTIVATION AND DESTINATION CHOICE

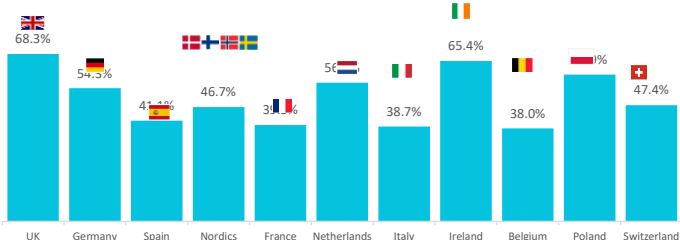
What is the main reason for visiting the Canary Islands?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Holidays	94.0%	94.4%	97.0%	89.0%	89.2%	92.8%	98.7%	82.5%	94.6%	85.3%	96.4%	97.4%
Family reasons	4.2%	4.5%	2.0%	8.9%	3.4%	5.1%	0.3%	11.4%	5.4%	14.7%	1.4%	0.0%
Business	0.6%	0.3%	0.3%	1.4%	0.0%	1.0%	0.0%	1.9%	0.0%	0.0%	1.2%	0.0%
Education and training	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Sports training	0.5%	0.0%	0.2%	0.2%	5.6%	1.1%	0.0%	2.3%	0.0%	0.0%	0.0%	1.5%
Health	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.7%	0.5%	0.4%	0.7%	0.0%	1.0%	1.9%	0.0%	0.0%	1.0%	0.0%

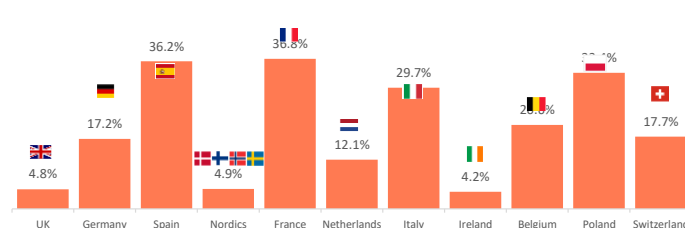
What is the main motivation for their holidays?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Rest	55.0%	68.3%	54.3%	41.1%	46.7%	39.3%	56.6%	38.7%	65.4%	38.0%	59.9%	47.4%
Enjoy family time	12.8%	15.0%	11.8%	10.9%	28.9%	8.9%	7.3%	13.5%	17.3%	25.1%	4.2%	9.3%
Have fun	8.7%	9.0%	9.7%	7.6%	5.2%	3.8%	16.3%	12.1%	7.2%	10.3%	1.2%	7.2%
Explore the destination	17.6%	4.8%	17.2%	36.2%	4.9%	36.8%	12.1%	29.7%	4.2%	20.6%	33.4%	17.7%
Practice their hobbies	3.3%	1.1%	3.9%	2.3%	11.2%	6.9%	3.0%	4.7%	0.0%	5.0%	0.2%	14.2%
Other reasons	2.5%	1.8%	3.1%	1.9%	3.1%	4.3%	4.7%	1.3%	5.9%	1.1%	1.2%	4.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Climate	75.6%	79.5%	76.5%	65.5%	78.8%	76.5%	76.7%	69.2%	82.3%	81.3%	75.4%	66.5%
Sea	61.7%	45.5%	75.7%	64.2%	42.7%	60.0%	52.0%	65.7%	47.1%	49.4%	71.8%	64.4%
Beaches	59.0%	45.2%	70.3%	68.5%	36.1%	52.9%	50.0%	62.5%	42.3%	42.9%	70.3%	60.1%
Safety	54.0%	63.9%	57.3%	36.1%	26.8%	45.7%	33.2%	38.0%	62.1%	35.7%	70.6%	49.8%
Tranquility	53.0%	46.7%	60.0%	58.0%	33.3%	51.2%	45.9%	50.2%	53.0%	43.5%	62.2%	41.8%
Accommodation supply	42.9%	49.0%	45.2%	27.7%	27.7%	44.1%	36.7%	27.4%	54.3%	28.9%	51.3%	37.7%
Effortless trip	41.4%	47.3%	51.3%	26.6%	12.3%	27.7%	16.8%	29.5%	54.8%	22.3%	37.2%	36.7%
European belonging	38.3%	32.2%	43.4%	39.3%	25.9%	38.0%	29.0%	36.8%	40.9%	43.6%	51.2%	15.6%
Price	37.6%	48.0%	32.0%	31.0%	26.2%	42.9%	22.4%	36.8%	49.0%	36.6%	44.0%	25.9%
Environment	29.3%	33.4%	18.8%	36.2%	19.5%	33.7%	10.1%	59.2%	33.3%	22.4%	39.4%	23.0%
Landscapes	29.2%	21.1%	20.5%	47.8%	19.7%	44.2%	20.8%	57.4%	17.7%	33.4%	62.2%	25.5%
Gastronomy	23.5%	24.6%	22.7%	26.0%	12.1%	18.6%	16.2%	17.1%	34.3%	18.1%	43.7%	23.7%
Authenticity	21.1%	17.9%	16.5%	30.8%	10.9%	25.8%	12.0%	35.5%	27.9%	24.9%	40.3%	19.6%
Fun possibilities	21.0%	24.0%	19.5%	17.2%	16.9%	19.4%	36.0%	20.5%	24.9%	19.9%	13.4%	20.9%
Exoticism	11.0%	8.9%	6.6%	17.8%	9.3%	19.9%	10.6%	10.5%	10.5%	16.2%	31.4%	7.2%
Shopping	7.9%	8.0%	8.1%	5.7%	3.8%	14.4%	3.5%	9.3%	13.0%	7.8%	4.5%	7.9%
Hiking trail network	6.6%	3.1%	5.2%	12.4%	5.9%	9.7%	4.4%	16.7%	3.4%	11.5%	11.8%	6.1%
Culture	6.4%	7.7%	4.6%	7.5%	4.3%	7.0%	0.7%	9.0%	14.1%	4.4%	8.9%	4.2%
Historical heritage	5.9%	5.2%	4.1%	10.6%	2.4%	8.5%	2.7%	8.4%	11.2%	3.4%	7.7%	5.8%
Nightlife	5.2%	6.7%	3.4%	5.4%	0.9%	8.8%	3.4%	7.1%	6.2%	0.0%	6.6%	4.3%

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 channels did they use to get information about the trip?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	45.4%	58.8%	47.6%	35.3%	39.9%	28.6%	34.1%	29.8%	61.9%	50.6%	34.1%	38.0%
Friends or relatives	23.6%	26.8%	17.8%	31.6%	21.2%	18.2%	22.9%	39.7%	20.3%	34.0%	21.3%	21.5%
Internet or social media	56.2%	57.1%	53.2%	57.7%	55.0%	55.2%	68.2%	54.8%	52.5%	40.6%	64.3%	57.0%
Mass Media	2.1%	1.4%	2.6%	1.7%	1.4%	1.6%	1.2%	0.5%	5.5%	2.5%	6.1%	0.0%
Travel guides and magazines	6.5%	5.0%	7.1%	3.9%	5.1%	5.8%	8.2%	6.0%	12.7%	11.1%	13.4%	4.3%
Travel Blogs or Forums	6.5%	4.1%	5.1%	12.2%	3.8%	6.9%	7.1%	8.0%	6.0%	4.0%	17.9%	10.6%
Travel TV Channels	1.0%	0.9%	1.4%	0.4%	0.0%	0.0%	0.5%	0.9%	3.0%	0.0%	2.6%	0.0%
Tour Operator or Travel Agency	24.8%	25.1%	30.4%	8.8%	34.1%	24.3%	25.6%	10.0%	14.0%	24.0%	41.2%	16.1%
Public administrations or similar	0.7%	1.5%	0.6%	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	1.9%	0.6%	0.0%
Others	1.9%	1.6%	1.6%	2.9%	1.2%	2.3%	1.8%	1.7%	2.1%	0.0%	2.9%	1.9%

* Multi-choice question

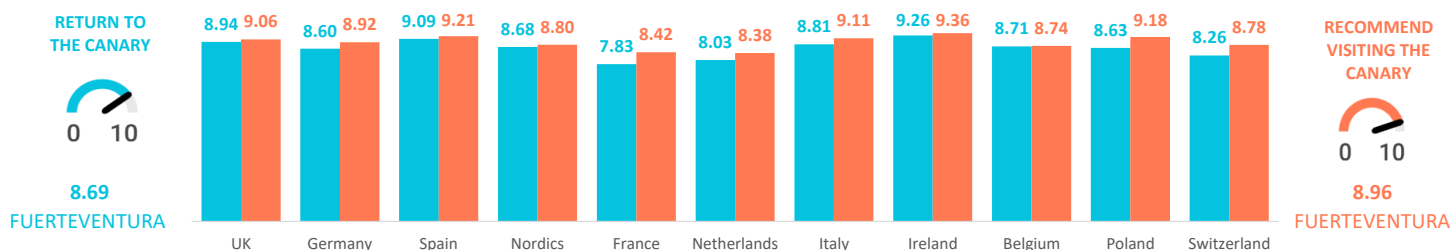
Tourist Expenditure Survey by markets

FUERTEVENTURA (2022)

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

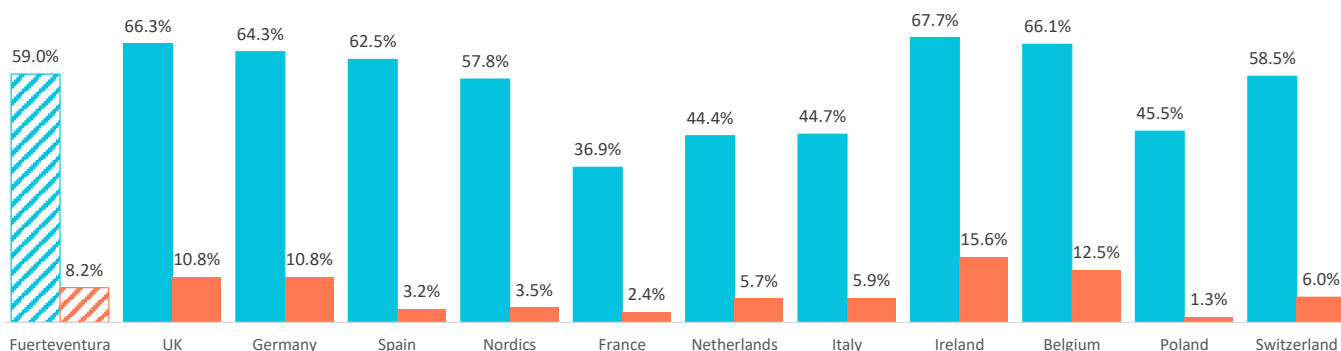
Satisfaction (scale 0-10)	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Average rating	8.77	8.85	8.73	8.77	8.60	8.45	8.41	8.71	9.02	8.46	9.27	8.57
Experience in the Canary Islands												
Worse or much worse than expected	3.5%	4.2%	1.8%	4.7%	2.6%	6.6%	4.8%	3.7%	0.0%	5.2%	3.6%	4.0%
Lived up to expectations	56.7%	55.8%	60.0%	54.1%	57.1%	65.4%	57.5%	52.0%	60.1%	66.5%	44.7%	58.8%
Better or much better than expected	39.9%	40.0%	38.2%	41.2%	40.3%	28.0%	37.7%	44.3%	39.9%	28.3%	51.7%	37.2%
Future intentions (scale 1-10)												
Return to the Canary Islands	8.69	8.94	8.60	9.09	8.68	7.83	8.03	8.81	9.26	8.71	8.63	8.26
Recommend visiting the Canary Islands	8.96	9.06	8.92	9.21	8.80	8.42	8.38	9.11	9.36	8.74	9.18	8.78



How many are loyal to the Canary Islands?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Fuerteventura: Repeat tourists	59.0%	66.3%	64.3%	62.5%	57.8%	36.9%	44.4%	44.7%	67.7%	66.1%	45.5%	58.5%
Fuerteventura: At least 10 previous visits	8.2%	10.8%	10.8%	3.2%	3.5%	2.4%	5.7%	5.9%	15.6%	12.5%	1.3%	6.0%
Canary Islands: Repeat tourists	67.6%	76.7%	69.7%	75.0%	69.9%	44.6%	61.4%	52.4%	81.1%	70.0%	48.5%	66.8%
Canary Islands: At least 10 previous visits	16.4%	23.1%	18.2%	10.8%	17.7%	4.0%	13.2%	10.0%	29.7%	26.7%	3.7%	12.8%

■ Fuerteventura: Repeat tourists ■ Fuerteventura: At least 10 previous visits



ISLANDS

How many islands do they visit during their trip?

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
One island	91.3%	95.7%	94.6%	89.0%	97.0%	79.6%	94.1%	80.6%	93.3%	91.1%	77.0%	92.7%
Two islands	7.6%	4.2%	4.5%	8.6%	3.0%	16.2%	4.1%	18.6%	6.7%	8.9%	21.4%	5.0%
Three or more islands	1.1%	0.2%	0.9%	2.3%	0.0%	4.1%	1.8%	0.8%	0.0%	0.0%	1.6%	2.2%

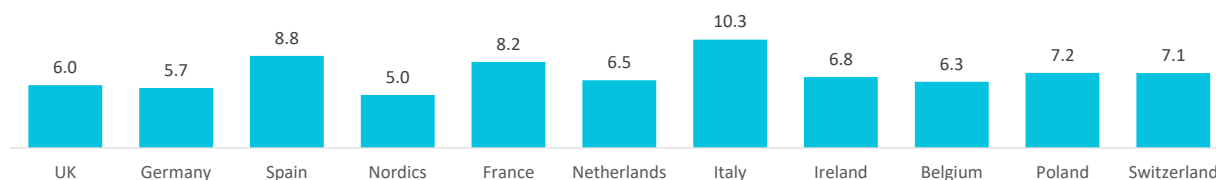
Visited islands during their trip (with overnight staying)

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Lanzarote	2.3%	1.0%	1.1%	3.4%	0.0%	6.8%	1.1%	9.5%	1.3%	1.7%	2.5%	3.0%
Fuerteventura	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gran Canaria	1.0%	0.2%	1.1%	0.9%	0.8%	2.3%	1.2%	0.3%	0.0%	1.3%	2.3%	0.5%
Tenerife	1.2%	0.5%	0.7%	2.6%	0.1%	3.0%	1.2%	0.4%	0.0%	0.0%	2.1%	1.2%
La Gomera	0.1%	0.0%	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
La Palma	0.3%	0.0%	0.3%	0.7%	0.0%	1.4%	0.0%	0.3%	0.0%	0.2%	0.7%	0.0%
El Hierro	0.1%	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Cruise	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
0 hours	4.3%	5.7%	5.5%	2.2%	9.7%	0.7%	3.3%	0.3%	1.1%	3.3%	1.4%	3.2%
1 - 2 hours	14.2%	17.6%	17.9%	6.3%	21.7%	7.0%	14.4%	1.1%	6.0%	9.8%	9.6%	15.1%
3 - 6 hours	34.4%	36.9%	39.7%	21.2%	39.4%	25.2%	39.2%	12.1%	47.6%	48.2%	36.9%	24.9%
7 - 12 hours	40.2%	35.2%	33.0%	56.8%	25.6%	54.9%	35.4%	64.7%	39.9%	34.1%	45.3%	51.8%
More than 12 hours	6.9%	4.6%	3.8%	13.5%	3.6%	12.2%	7.7%	21.9%	5.4%	4.6%	6.9%	4.9%
Outdoor time per day	6.6	6.0	5.7	8.8	5.0	8.2	6.5	10.3	6.8	6.3	7.2	7.1



6.6
FUERTEVENTURA

Activities in the Canary Islands

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Beach	82.2%	77.1%	85.6%	86.7%	62.3%	80.8%	82.2%	85.4%	71.9%	71.2%	92.8%	84.5%
Walk, wander	62.9%	75.0%	44.9%	70.7%	65.6%	66.4%	68.7%	72.0%	71.2%	68.0%	81.0%	50.8%
Swimming pool, hotel facilities	58.5%	71.3%	46.2%	58.3%	74.7%	70.0%	66.3%	35.9%	66.5%	56.2%	64.7%	48.8%
Explore the island on their own	45.0%	34.5%	39.9%	66.8%	43.3%	54.7%	46.3%	64.8%	36.3%	67.2%	59.7%	42.1%
Taste Canarian gastronomy	20.5%	20.3%	19.4%	33.3%	13.7%	10.5%	12.4%	23.1%	23.0%	9.8%	25.3%	14.2%
Hiking	15.6%	7.1%	12.0%	23.4%	21.6%	24.9%	25.6%	24.7%	7.1%	33.1%	32.5%	17.6%
Organized excursions	15.2%	12.4%	13.3%	11.9%	7.8%	28.0%	18.0%	18.0%	11.9%	12.4%	36.4%	11.0%
Sea excursions / whale watching	11.5%	10.7%	12.8%	14.1%	4.5%	14.5%	9.3%	6.3%	6.0%	9.1%	14.1%	12.6%
Nightlife / concerts / shows	10.2%	16.2%	6.0%	10.2%	2.8%	8.9%	8.3%	10.8%	15.1%	3.9%	10.3%	13.0%
Swim	10.0%	14.7%	6.5%	3.0%	15.5%	5.7%	12.9%	6.8%	15.1%	16.5%	17.4%	4.4%
Wineries / markets / popular festivals	7.0%	7.2%	5.6%	10.0%	2.3%	7.2%	3.8%	13.3%	9.5%	3.6%	9.8%	5.1%
Other Nature Activities	7.0%	3.3%	7.2%	11.3%	8.2%	9.3%	8.5%	13.8%	1.8%	8.2%	4.8%	13.2%
Theme parks	6.6%	7.2%	6.2%	4.6%	2.5%	8.3%	7.7%	6.4%	8.1%	5.5%	9.1%	5.2%
Surf	6.4%	3.8%	5.9%	5.9%	6.8%	6.9%	6.8%	19.2%	1.2%	18.5%	2.9%	15.2%
Practice other sports	5.8%	4.0%	6.4%	4.9%	23.3%	7.1%	4.8%	3.4%	2.1%	2.7%	6.4%	9.0%
Running	4.9%	4.8%	2.2%	4.4%	19.0%	5.8%	13.5%	4.8%	3.6%	13.8%	9.0%	5.2%
Museums / exhibitions	4.7%	3.8%	2.9%	9.5%	3.2%	6.1%	5.6%	7.2%	2.2%	8.9%	7.5%	3.5%
Beauty and health treatments	4.7%	5.8%	3.6%	4.9%	5.3%	6.9%	5.4%	3.7%	3.1%	5.6%	1.1%	4.6%
Astronomical observation	4.0%	2.1%	6.1%	3.7%	5.8%	2.4%	2.0%	1.9%	2.6%	2.6%	3.6%	5.8%
Cycling / Mountain bike	3.8%	3.9%	3.7%	1.3%	9.8%	3.0%	5.6%	5.1%	0.9%	4.0%	2.6%	3.9%
Scuba Diving	2.9%	1.7%	3.3%	4.2%	0.8%	5.6%	3.2%	3.3%	2.0%	0.0%	0.7%	1.4%
Windsurf / Kitesurf	2.7%	1.8%	3.2%	1.1%	1.1%	4.7%	2.7%	3.2%	2.1%	9.2%	2.5%	4.1%
Golf	1.9%	3.2%	1.5%	0.4%	5.3%	0.7%	1.3%	0.8%	2.9%	1.8%	0.9%	1.9%

COMPETITORS

Where did they spend their main holiday last year? *

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Didn't have holidays	28.6%	43.4%	26.5%	10.8%	44.3%	26.5%	29.3%	10.0%	42.8%	11.2%	19.1%	15.0%
Canary Islands	20.5%	23.2%	21.9%	20.6%	18.8%	10.8%	21.1%	18.5%	33.2%	24.1%	15.3%	17.2%
Other destination	50.9%	33.5%	51.6%	68.7%	36.9%	62.7%	49.5%	71.6%	24.1%	64.7%	65.6%	67.9%

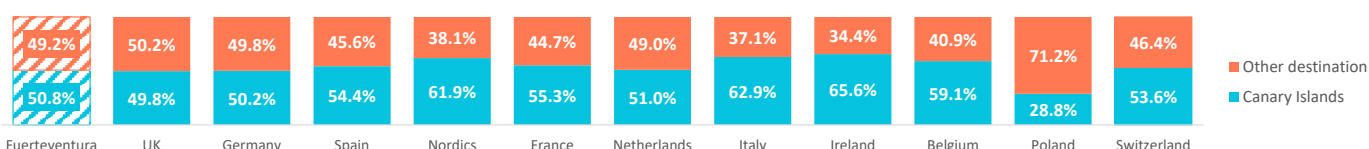
* Percentage of valid answers

What other destinations did they consider for this trip? *

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	23.7%	22.0%	24.4%	27.9%	31.1%	26.4%	19.8%	34.1%	43.7%	27.5%	6.1%	34.0%
Canary Islands (other island)	27.1%	27.7%	25.8%	26.5%	30.8%	28.9%	31.2%	28.8%	21.9%	31.6%	22.6%	19.6%
Other destination	49.2%	50.2%	49.8%	45.6%	38.1%	44.7%	49.0%	37.1%	34.4%	40.9%	71.2%	46.4%

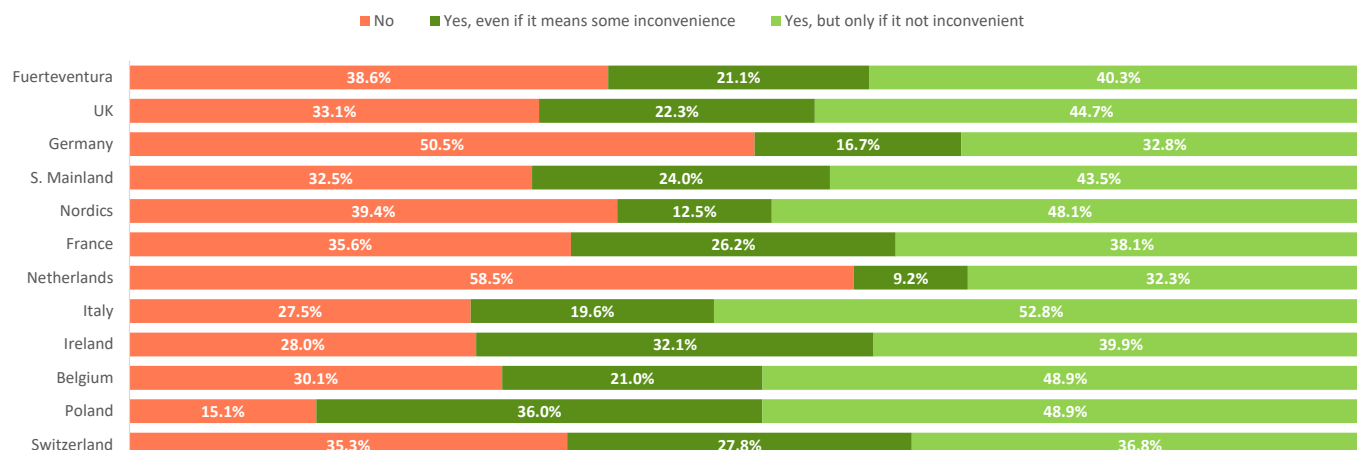
* Percentage of valid answers

CONSIDERED DESTINATIONS

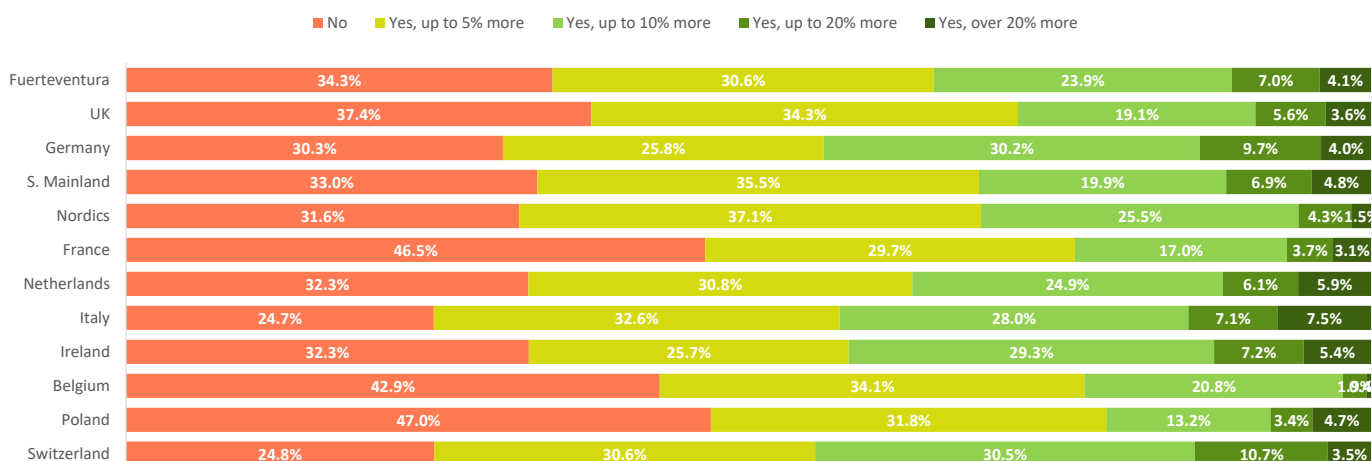


SUSTAINABLE DESTINATION

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 of the following sustainability measures during their stay *

	Fuerteventura	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Quality of life on the island	7.9	8.0	7.7	8.2	7.6	8.0	7.6	8.3	8.3	8.0	7.7	8.0
Tolerance towards tourism	8.6	8.5	8.6	8.7	8.3	8.4	8.0	8.7	8.8	8.3	9.0	8.5
Cleanliness of the island	8.2	8.6	7.9	8.2	8.1	8.2	8.0	8.3	8.2	8.5	8.6	8.2
Air quality	8.6	8.6	8.6	8.6	8.5	8.4	8.1	9.0	8.8	8.5	9.1	8.4
Rational water consumption	7.3	7.6	6.9	7.6	7.3	7.3	7.2	7.7	7.8	7.3	7.7	7.3
Energy saving	6.9	7.1	6.4	7.2	6.9	6.7	6.9	7.4	7.1	7.0	7.2	6.8
Use of renewable energy	7.0	7.3	6.4	7.3	7.0	6.8	7.0	7.9	7.3	7.0	7.5	6.9
Recycling	7.1	7.5	6.7	7.1	7.1	6.9	7.1	6.8	7.3	7.0	7.5	7.3
Easy to get around by public transport	6.9	7.2	6.5	6.3	6.2	7.0	7.2	6.8	7.7	6.7	7.4	6.4
Overcrowding in tourist areas	6.4	6.6	5.7	7.0	6.2	6.8	6.6	7.0	7.1	6.8	6.9	5.6
Supply of local products	6.9	7.1	6.6	7.2	6.4	7.1	7.0	7.1	7.3	7.3	7.4	6.7

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