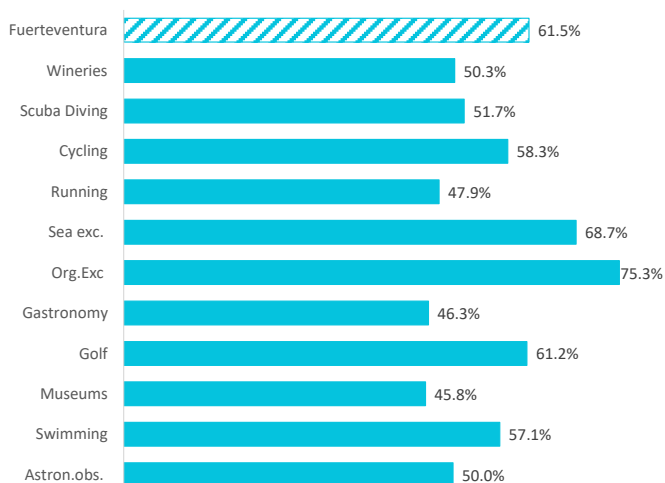


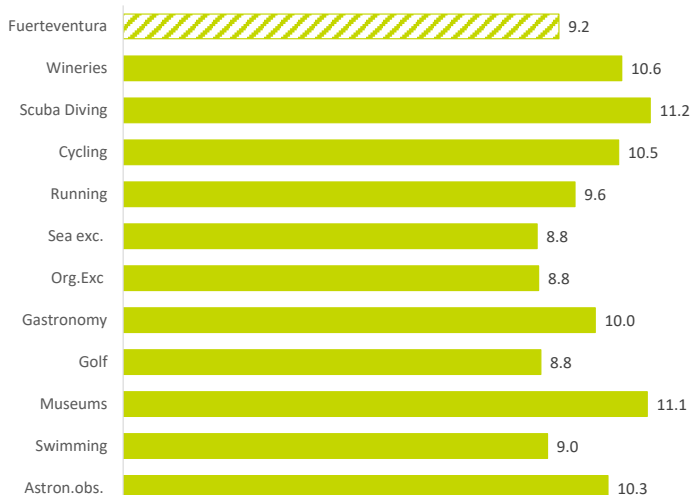
**TOURIST EXPENDITURE**

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>2,388,592</b>	<b>219,395</b>	<b>72,519</b>	<b>75,620</b>	<b>142,232</b>	<b>235,128</b>	<b>310,103</b>	<b>524,099</b>	<b>45,387</b>	<b>146,977</b>	<b>178,410</b>	<b>100,884</b>
<b>% Tourists</b>	<b>100.0%</b>	9.2%	3.0%	3.2%	6.0%	9.8%	13.0%	21.9%	1.9%	6.2%	7.5%	4.2%
<b>% tourists who book holiday package</b>	<b>61.5%</b>	50.3%	51.7%	58.3%	47.9%	68.7%	75.3%	46.3%	61.2%	45.8%	57.1%	50.0%
<b>Expenditure per tourist (€)</b>	<b>1,390</b>	<b>1,386</b>	<b>1,503</b>	<b>1,593</b>	<b>1,314</b>	<b>1,451</b>	<b>1,472</b>	<b>1,349</b>	<b>1,362</b>	<b>1,475</b>	<b>1,366</b>	<b>1,408</b>
- book holiday package	1,533	1,527	1,778	1,705	1,506	1,612	1,613	1,551	1,497	1,645	1,536	1,588
- holiday package	1,353	1,283	1,587	1,467	1,315	1,395	1,406	1,277	1,273	1,369	1,322	1,381
- others	180	244	191	238	191	217	207	274	224	276	214	206
- do not book holiday package	1,162	1,243	1,209	1,437	1,137	1,098	1,046	1,175	1,148	1,331	1,138	1,228
- flight	327	335	387	485	312	308	261	347	248	379	352	308
- accommodation	410	414	347	419	410	375	392	362	460	422	321	441
- others	425	494	475	533	415	415	392	467	440	530	465	479
<b>Average lenght of stay</b>	<b>9.2</b>	<b>10.6</b>	<b>11.2</b>	<b>10.5</b>	<b>9.6</b>	<b>8.8</b>	<b>8.8</b>	<b>10.0</b>	<b>8.8</b>	<b>11.1</b>	<b>9.0</b>	<b>10.3</b>
- Median	7.0	7.8	7.8	7.0	7.0	7.0	7.0	7.0	7.0	8.0	7.0	7.0
<b>Average daily expenditure (€)</b>	<b>166.72</b>	<b>145.47</b>	<b>164.60</b>	<b>173.08</b>	<b>162.56</b>	<b>176.56</b>	<b>177.35</b>	<b>151.46</b>	<b>170.40</b>	<b>150.68</b>	<b>168.65</b>	<b>154.90</b>
- Median	153.55	132.71	148.65	161.00	152.77	156.93	158.70	149.34	166.67	143.75	154.38	140.46
<b>Average daily expenditure without flight (€)</b>	<b>118.37</b>	<b>105.68</b>	<b>115.94</b>	<b>124.92</b>	<b>115.15</b>	<b>125.96</b>	<b>127.28</b>	<b>110.24</b>	<b>123.39</b>	<b>109.33</b>	<b>120.58</b>	<b>110.90</b>
- Median	110.51	87.58	83.89	104.06	95.67	102.76	103.31	101.26	107.30	93.22	95.92	93.49
<b>Average cost of the flight (€)</b>	<b>409.00</b>	<b>383.79</b>	<b>477.64</b>	<b>498.68</b>	<b>379.17</b>	<b>420.92</b>	<b>424.15</b>	<b>386.22</b>	<b>370.35</b>	<b>423.87</b>	<b>404.37</b>	<b>390.56</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>3,321</b>	<b>304</b>	<b>109</b>	<b>120</b>	<b>187</b>	<b>341</b>	<b>457</b>	<b>707</b>	<b>62</b>	<b>217</b>	<b>244</b>	<b>142</b>
<b>% Turnover</b>	<b>100.0%</b>	9.2%	3.3%	3.6%	5.6%	10.3%	13.7%	21.3%	1.9%	6.5%	7.3%	4.3%
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>2,344</b>	<b>220</b>	<b>74</b>	<b>83</b>	<b>133</b>	<b>242</b>	<b>325</b>	<b>505</b>	<b>45</b>	<b>154</b>	<b>172</b>	<b>103</b>

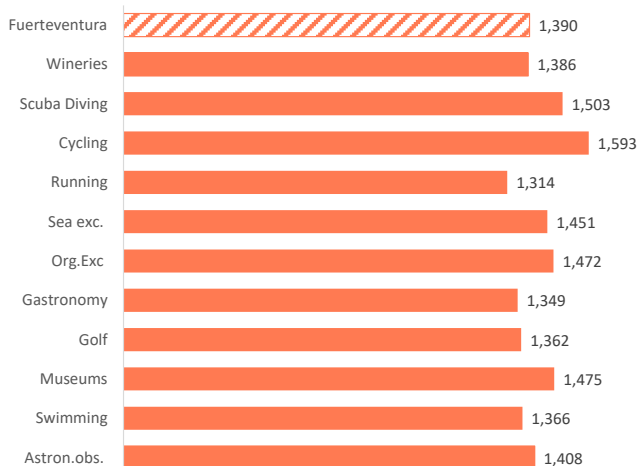
**TOURISTS WHO BOOK HOLIDAY PACKAGE (%)**



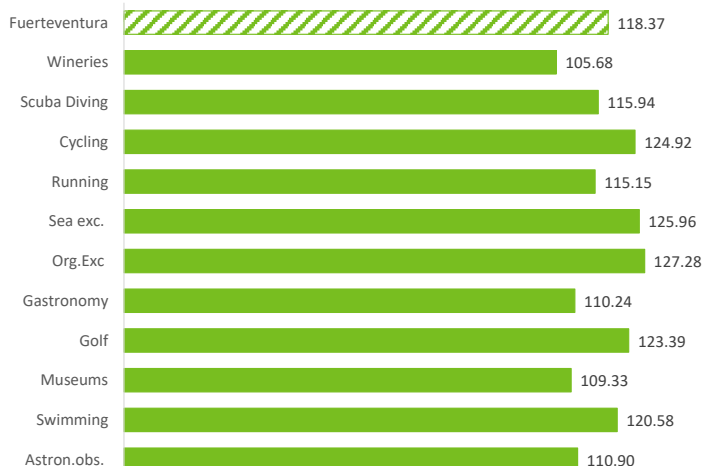
**AVERAGE LENGHT OF STAY**



**EXPENDITURE PER TRIP (€)**



**DAILY EXPENDITURE WITHOUT FLIGHT (€)**



Wineries = Wineries/markets, Scuba Diving, Cycling, Running, Sea exc. = Sea excursions, Org.Exc = Organized excursions, Gastronomy = Taste Canarian Gastronomy, Golf, Museums, Swimming, Astron.obs. = Astronomical observation



% Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Accommodation:</b>												
- Accommodation	88.4%	84.5%	80.8%	84.9%	83.5%	92.9%	94.8%	83.6%	81.9%	85.7%	85.1%	85.0%
- Additional accommodation expenses	7.1%	7.9%	8.1%	10.2%	8.2%	7.7%	7.0%	8.8%	18.2%	8.4%	8.9%	9.4%
<b>Transport:</b>												
- National/International Transport	96.9%	97.4%	95.1%	97.3%	95.2%	97.5%	98.0%	95.7%	94.5%	97.0%	96.9%	96.8%
- Flights between islands	6.5%	13.4%	13.6%	8.1%	9.6%	11.1%	10.1%	11.1%	6.1%	16.6%	10.6%	12.2%
- Taxi	52.5%	43.1%	44.2%	57.5%	44.5%	55.4%	64.4%	43.0%	66.0%	37.8%	52.3%	45.6%
- Car rental	30.7%	45.7%	36.1%	27.4%	39.5%	31.0%	22.4%	43.7%	22.0%	55.9%	32.6%	37.3%
- Public transport	7.3%	9.9%	9.6%	14.4%	11.4%	7.4%	10.7%	9.3%	7.1%	10.4%	10.1%	9.5%
<b>Food and drink:</b>												
- Food purchases at supermarkets	53.8%	65.3%	61.1%	60.0%	62.7%	54.5%	46.1%	69.7%	54.7%	68.4%	62.7%	64.9%
- Restaurants	50.0%	64.1%	48.9%	53.2%	60.3%	49.0%	45.1%	73.0%	59.8%	62.2%	55.5%	54.0%
<b>Leisure:</b>												
- Organized excursions	18.9%	25.7%	28.7%	24.7%	20.7%	53.9%	58.0%	22.8%	17.1%	24.7%	21.1%	23.9%
- Sport activities	7.9%	7.0%	26.3%	35.3%	18.7%	12.5%	10.5%	8.5%	25.0%	7.2%	16.9%	13.7%
- Cultural activities	1.3%	3.0%	3.4%	2.0%	2.9%	0.9%	1.5%	2.5%	2.6%	5.1%	1.6%	2.6%
- Museums	2.4%	7.4%	3.9%	3.6%	1.3%	2.1%	2.0%	4.6%	0.9%	27.4%	2.4%	5.7%
- Theme Parks	4.5%	7.9%	9.8%	5.9%	4.9%	7.0%	6.1%	5.6%	8.2%	7.8%	8.6%	5.5%
- Discos and pubs	7.3%	12.3%	6.8%	9.4%	8.3%	5.7%	4.5%	11.9%	14.5%	8.7%	13.2%	5.4%
- Wellness	2.8%	4.2%	3.9%	4.4%	4.5%	3.1%	3.0%	2.9%	6.3%	1.5%	4.4%	3.2%
<b>Purchases of goods:</b>												
- Souvenirs	43.1%	59.4%	35.0%	45.8%	43.9%	48.5%	50.5%	53.7%	33.0%	53.8%	43.1%	43.5%
- Other purchases	0.9%	2.7%	2.8%	0.0%	1.8%	0.6%	1.3%	1.2%	5.5%	0.9%	2.7%	1.3%
<b>Others:</b>												
- Medical expenses	6.9%	10.2%	9.6%	13.6%	7.8%	6.7%	7.4%	9.7%	11.1%	9.8%	9.6%	9.3%
- Other expenses	4.9%	4.5%	4.2%	4.3%	9.1%	5.5%	4.3%	4.7%	11.5%	1.7%	5.8%	4.4%

Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>												
- Accommodation	911	842	923	864	813	852	899	818	960	895	849	871
- Additional accommodation expenses	168	135	131	69	106	110	138	160	171	192	147	130
<b>Transport:</b>												
- National/International Transport	743	731	935	976	732	743	735	718	694	820	773	852
- Flights between islands	422	394	502	513	398	432	433	404	392	437	417	403
- Taxi	76	93	170	190	107	60	69	79	81	117	117	154
- Car rental	99	81	115	97	84	100	107	89	68	94	81	102
- Public transport	124	138	127	153	115	131	111	127	100	150	126	152
- Other purchases	22	24	21	24	29	20	15	20	53	22	33	41
<b>Food and drink:</b>												
- Food purchases at supermarkets	262	277	242	282	233	209	199	275	270	280	253	263
- Restaurants	109	111	117	113	96	79	69	105	93	119	103	128
- Other purchases	153	166	124	169	137	130	131	170	176	161	150	136
<b>Leisure:</b>												
- Organized excursions	486	415	484	607	435	561	457	442	392	467	483	446
- Sport activities	92	100	103	129	93	97	109	90	65	101	85	93
- Cultural activities	94	72	128	71	77	109	70	80	54	98	71	90
- Museums	50	41	58	105	47	95	77	47	35	45	38	40
- Theme Parks	25	28	13	42	19	21	16	30	7	26	25	24
- Discos and pubs	60	41	59	48	41	65	82	54	56	45	63	57
- Wellness	86	81	61	63	67	123	51	76	75	83	80	52
- Other purchases	80	52	61	148	92	51	51	64	100	68	120	89
<b>Purchases of goods:</b>												
- Souvenirs	311	150	136	117	137	98	125	294	114	135	184	112
- Other purchases	79	74	95	117	89	68	73	77	62	91	90	70
- Other purchases	232	75	41	0	48	30	53	217	52	45	93	42
<b>Others:</b>												
- Medical expenses	135	110	179	143	112	141	120	139	105	271	146	269
- Other expenses	36	34	27	31	29	32	25	33	23	33	29	49
- Other expenses	99	76	152	112	83	110	94	107	83	238	117	220

**TOURIST PROFILE**

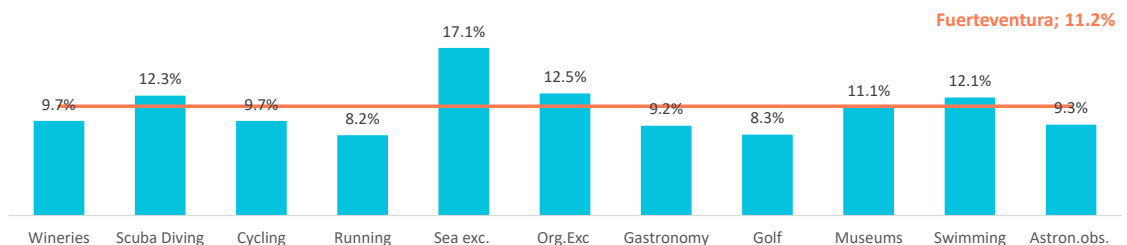
**Who are they?**

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Gender</b>												
Percentage of men	48.0%	42.3%	69.1%	60.7%	55.9%	49.5%	45.9%	48.4%	60.9%	50.6%	53.1%	52.0%
Percentage of women	52.0%	57.7%	30.9%	39.3%	44.1%	50.5%	54.1%	51.6%	39.1%	49.4%	46.9%	48.0%
<b>Age</b>												
Average age	47.50	45.51	35.61	42.62	39.33	41.95	44.07	45.54	43.02	44.58	40.63	39.44
Standard deviation	17.3	17.3	15.2	17.7	14.2	16.1	17.2	17.0	18.2	16.8	15.9	16.0
<b>Age range</b>												
16-24 years old	11.4%	13.7%	31.0%	18.3%	19.7%	18.2%	17.1%	12.1%	23.0%	13.2%	21.8%	20.0%
25-30 years old	9.7%	12.4%	15.8%	13.8%	14.0%	11.3%	10.5%	13.4%	10.3%	11.8%	11.2%	15.7%
31-45 years old	27.2%	26.4%	31.2%	29.4%	33.4%	32.1%	28.8%	27.3%	24.5%	30.0%	30.8%	33.5%
46-60 years old	24.0%	22.0%	13.8%	16.2%	24.4%	22.6%	22.1%	23.4%	24.0%	22.7%	23.5%	16.2%
Over 60 years old	27.8%	25.6%	8.2%	22.2%	8.5%	15.8%	21.5%	23.8%	18.1%	22.2%	12.6%	14.5%
<b>Occupation</b>												
Salaried worker	54.8%	49.6%	52.7%	53.5%	56.3%	60.3%	59.5%	53.3%	55.2%	51.6%	57.2%	52.2%
Self-employed	10.4%	16.3%	11.0%	11.1%	13.8%	11.5%	9.9%	13.5%	14.0%	13.9%	13.6%	16.0%
Unemployed	1.2%	1.0%	5.5%	0.8%	1.8%	1.2%	1.4%	1.2%	0.0%	1.3%	1.2%	3.0%
Business owner	7.0%	5.8%	8.9%	10.4%	10.6%	7.5%	6.4%	7.5%	14.4%	7.8%	9.1%	9.1%
Student	4.3%	4.9%	12.9%	7.6%	8.2%	6.8%	6.1%	5.0%	3.1%	6.6%	7.4%	8.3%
Retired	20.8%	20.6%	7.1%	16.5%	8.0%	11.6%	15.1%	18.3%	13.4%	16.5%	10.5%	9.8%
Unpaid domestic work	0.6%	1.1%	1.3%	0.0%	0.7%	0.7%	1.0%	0.4%	0.0%	1.0%	0.6%	0.4%
Others	0.9%	0.6%	0.7%	0.0%	0.6%	0.4%	0.6%	0.9%	0.0%	1.4%	0.4%	1.2%
<b>Annual household income level</b>												
Less than €25,000	13.0%	16.1%	16.4%	16.2%	14.1%	11.9%	17.9%	12.7%	7.9%	17.1%	11.1%	17.2%
€25,000 - €49,999	36.2%	38.3%	38.1%	28.3%	32.1%	35.1%	39.8%	37.3%	27.4%	39.6%	36.8%	33.3%
€50,000 - €74,999	25.1%	25.5%	21.5%	21.5%	20.6%	22.0%	18.8%	26.3%	29.6%	23.1%	25.7%	23.1%
More than €74,999	25.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Education level</b>												
No studies	3.8%	4.1%	2.6%	3.6%	3.4%	5.5%	3.6%	2.6%	9.7%	2.5%	8.2%	3.7%
Primary education	2.5%	2.0%	3.7%	2.3%	0.8%	3.8%	3.1%	2.3%	2.0%	2.7%	1.4%	3.3%
Secondary education	21.4%	21.8%	24.0%	15.9%	15.6%	19.7%	24.7%	19.2%	13.5%	17.5%	15.8%	16.4%
Higher education	72.3%	72.1%	69.7%	78.2%	80.2%	71.0%	68.6%	75.9%	74.9%	77.3%	74.6%	76.6%

**Who do they come with?**

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Unaccompanied</b>												
Unaccompanied	11.8%	11.5%	15.1%	20.8%	10.6%	8.7%	10.9%	10.4%	7.4%	9.7%	13.2%	13.8%
<b>Only with partner</b>												
Only with partner	44.7%	43.7%	31.9%	34.3%	37.0%	37.2%	39.6%	47.2%	40.1%	45.2%	36.3%	40.0%
<b>Only with children (&lt; 13 years old)</b>												
Only with children (< 13 years old)	4.4%	3.2%	5.8%	3.0%	3.2%	7.1%	5.4%	2.5%	4.3%	3.6%	4.2%	2.9%
<b>Partner + children (&lt; 13 years old)</b>												
Partner + children (< 13 years old)	6.8%	6.5%	6.5%	6.6%	5.1%	10.1%	7.1%	6.7%	3.9%	7.5%	7.9%	6.4%
<b>Other relatives</b>												
Other relatives	10.4%	11.1%	15.2%	13.0%	17.2%	9.7%	9.5%	9.3%	17.5%	10.1%	16.6%	15.1%
<b>Friends</b>												
Friends	7.0%	8.5%	8.9%	7.9%	8.9%	8.4%	8.0%	8.5%	8.4%	5.7%	6.8%	10.7%
<b>Work colleagues</b>												
Work colleagues	0.4%	0.3%	1.2%	0.8%	1.5%	0.6%	0.3%	0.4%	2.4%	0.7%	0.3%	0.9%
<b>Organized trip</b>												
Organized trip	0.5%	0.8%	0.7%	0.7%	0.9%	0.5%	1.0%	0.3%	1.0%	0.3%	0.0%	0.5%
<b>Other combinations <sup>(2)</sup></b>												
Other combinations <sup>(2)</sup>	14.1%	14.6%	14.8%	12.9%	15.7%	17.8%	18.4%	14.8%	15.0%	17.1%	14.7%	9.6%
<i><sup>(2)</sup> Different situations have been isolated</i>												
<b>Tourists with children</b>												
- Between 0 and 2 years old	1.4%	1.2%	0.9%	0.0%	1.0%	0.6%	0.9%	0.9%	0.5%	1.6%	0.8%	1.6%
- Between 3 and 12 years old	14.3%	12.3%	16.5%	16.2%	13.7%	21.0%	16.8%	11.8%	11.4%	14.3%	17.5%	9.4%
- Between 0-2 and 3-12 years old	1.1%	1.0%	1.6%	0.9%	0.2%	1.3%	0.8%	1.0%	0.0%	0.6%	1.2%	1.4%
<b>Tourists without children</b>												
Tourists without children	83.2%	85.5%	81.0%	82.9%	85.2%	77.1%	81.5%	86.3%	88.1%	83.5%	80.6%	87.5%
<b>Group composition:</b>												
- 1 person	14.5%	14.6%	19.7%	26.0%	14.0%	12.3%	13.8%	13.5%	10.0%	13.6%	16.4%	18.7%
- 2 people	54.6%	50.4%	44.5%	45.8%	49.8%	47.4%	51.4%	55.3%	50.5%	55.1%	45.8%	52.1%
- 3 people	11.3%	12.9%	14.8%	9.6%	9.4%	15.5%	13.7%	10.9%	13.5%	11.2%	11.3%	14.5%
- 4 or 5 people	16.0%	19.2%	17.7%	13.3%	20.9%	21.3%	17.8%	16.7%	19.2%	16.3%	20.1%	13.0%
- 6 or more people	3.7%	2.9%	3.4%	5.4%	5.9%	3.5%	3.3%	3.5%	6.8%	3.8%	6.5%	1.7%
<b>Average group size:</b>												
Average group size:	2.52	2.58	2.60	2.50	2.80	2.69	2.58	2.52	2.85	2.54	2.76	2.36

\*People who share the main expenses of the trip





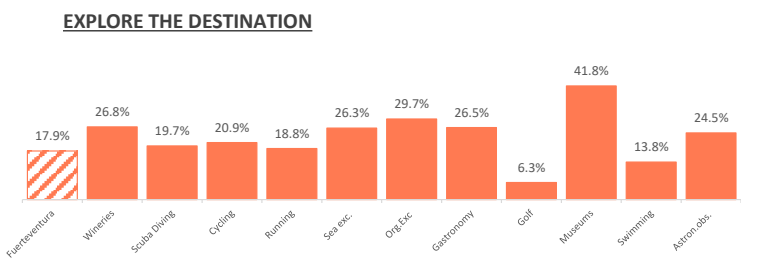
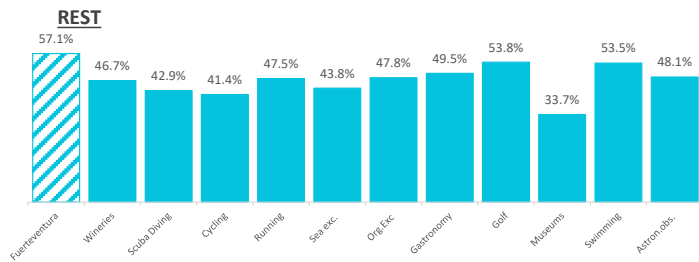
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Holidays	93.4%	92.5%	87.7%	88.1%	89.1%	97.7%	97.7%	92.4%	84.7%	93.1%	91.9%	86.5%
Family reasons	4.8%	5.8%	6.9%	7.8%	6.8%	1.8%	1.2%	6.3%	10.2%	4.8%	6.8%	7.9%
Business	0.6%	0.7%	0.8%	0.7%	0.1%	0.2%	0.5%	0.5%	0.0%	0.9%	0.0%	0.5%
Education and training	0.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.5%
Sports training	0.6%	0.5%	4.3%	3.5%	2.6%	0.3%	0.4%	0.6%	4.0%	1.2%	1.4%	4.0%
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%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.4%	0.4%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.6%

What is the main motivation for their holidays?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rest	57.1%	46.7%	42.9%	41.4%	47.5%	43.8%	47.8%	49.5%	53.8%	33.7%	53.5%	48.1%
Enjoy family time	13.1%	14.4%	16.7%	17.6%	14.4%	14.8%	11.3%	12.9%	18.5%	12.8%	16.6%	11.3%
Have fun	7.0%	7.4%	8.6%	8.2%	9.1%	10.9%	8.3%	7.1%	10.2%	7.4%	9.4%	6.2%
Explore the destination	17.9%	26.8%	19.7%	20.9%	18.8%	26.3%	29.7%	26.5%	6.3%	41.8%	13.8%	24.5%
Practice their hobbies	3.2%	3.1%	10.2%	8.8%	6.6%	3.4%	2.1%	3.0%	10.6%	4.0%	5.4%	6.6%
Other reasons	1.7%	1.7%	1.8%	3.1%	3.6%	0.8%	0.9%	1.1%	0.6%	0.3%	1.3%	3.2%



Importance of each factor in the destination choice

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Climate	75.5%	71.7%	62.3%	73.8%	78.1%	69.2%	71.6%	74.6%	74.9%	69.1%	74.7%	72.4%
Sea	57.5%	61.6%	69.3%	65.6%	61.1%	65.6%	61.9%	58.7%	47.3%	61.1%	62.3%	65.1%
Safety	55.7%	56.4%	50.5%	53.5%	50.1%	53.0%	54.1%	57.7%	67.7%	55.8%	63.4%	53.9%
Beaches	55.4%	55.4%	60.3%	53.7%	54.6%	59.0%	57.6%	54.8%	42.9%	55.0%	58.7%	59.0%
Tranquility	53.5%	57.7%	47.0%	48.1%	53.3%	50.6%	51.5%	55.7%	54.7%	57.1%	55.1%	56.5%
Accommodation supply	43.0%	38.5%	32.5%	32.9%	34.7%	41.4%	41.8%	40.1%	41.5%	33.6%	45.1%	37.5%
Price	40.6%	40.5%	39.2%	42.4%	35.4%	41.7%	40.9%	38.5%	48.8%	33.9%	51.6%	35.1%
Effortless trip	39.8%	36.3%	36.9%	36.0%	30.9%	40.1%	38.2%	39.9%	43.5%	34.3%	38.4%	38.9%
European belonging	38.3%	36.3%	40.3%	34.0%	37.2%	36.7%	37.6%	38.5%	30.1%	37.1%	33.8%	39.6%
Environment	31.2%	37.9%	35.2%	35.8%	33.9%	29.9%	32.6%	35.7%	25.2%	43.5%	32.5%	34.1%
Landscapes	31.1%	38.4%	31.7%	35.4%	35.8%	32.9%	37.4%	36.5%	25.7%	49.9%	34.4%	41.1%
Authenticity	23.4%	30.9%	26.9%	24.4%	25.8%	28.6%	24.6%	28.7%	28.8%	38.3%	28.6%	28.0%
Gastronomy	23.1%	26.7%	25.9%	20.8%	22.8%	24.8%	21.4%	29.5%	31.4%	24.9%	27.1%	20.4%
Fun possibilities	19.8%	21.4%	30.3%	25.6%	26.5%	25.2%	25.7%	19.4%	31.9%	21.7%	29.4%	22.5%
Exoticism	11.8%	15.4%	15.0%	10.1%	14.4%	16.5%	13.7%	12.3%	17.1%	17.2%	15.7%	16.6%
Shopping	8.3%	11.1%	12.4%	6.8%	5.6%	8.4%	9.4%	7.7%	14.0%	7.4%	13.7%	7.9%
Culture	7.7%	9.1%	10.4%	9.3%	9.3%	8.9%	10.1%	9.2%	10.0%	15.9%	12.1%	11.3%
Historical heritage	7.6%	10.9%	10.2%	8.1%	8.8%	9.5%	10.5%	10.1%	5.0%	18.6%	8.0%	10.3%
Hiking trail network	7.3%	8.0%	10.0%	12.3%	13.5%	7.4%	6.9%	8.7%	7.2%	12.7%	9.1%	11.7%
Nightlife	5.3%	5.7%	6.0%	5.1%	6.2%	4.3%	5.7%	5.6%	13.0%	4.6%	11.1%	7.7%

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	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Previous visits to the Canary Islands	45.4%	48.0%	37.3%	51.0%	48.1%	35.4%	32.1%	51.3%	53.2%	48.2%	50.8%	48.9%
Friends or relatives	22.9%	31.7%	30.5%	21.4%	30.5%	23.6%	23.4%	31.1%	30.4%	29.7%	32.2%	32.8%
Internet or social media	53.8%	54.2%	64.6%	59.7%	59.2%	61.4%	56.2%	60.0%	44.4%	56.3%	55.9%	62.2%
Mass Media	1.7%	2.9%	3.5%	1.7%	2.1%	3.0%	1.2%	2.0%	2.0%	2.4%	2.8%	6.7%
Travel guides and magazines	5.5%	7.5%	6.7%	6.0%	4.8%	6.0%	6.8%	7.2%	7.3%	12.8%	6.7%	7.5%
Travel Blogs or Forums	4.6%	7.1%	7.4%	4.4%	8.3%	5.3%	5.7%	8.5%	3.7%	11.0%	7.0%	11.0%
Travel TV Channels	0.6%	1.9%	0.4%	0.6%	0.2%	0.9%	0.6%	0.5%	0.7%	1.5%	0.5%	1.9%
Tour Operator or Travel Agency	21.7%	20.9%	19.8%	20.3%	17.4%	28.8%	35.2%	16.4%	17.4%	21.0%	20.6%	17.3%
Public administrations or similar	0.4%	2.0%	0.4%	0.7%	0.2%	0.1%	0.9%	0.4%	0.0%	0.5%	0.5%	1.4%
Others	2.6%	3.1%	5.1%	5.2%	3.2%	4.0%	3.5%	2.7%	2.4%	2.3%	4.3%	3.3%

\* Multi-choice question

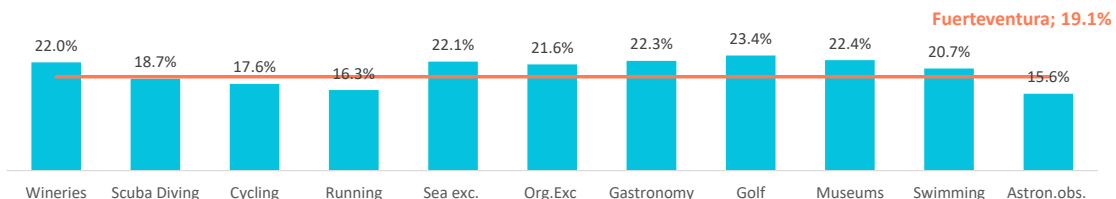


TRIP BOOKING

How far in advance do they book their trip?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
The same day	0.7%	0.5%	0.0%	1.3%	1.0%	0.2%	0.6%	0.6%	0.0%	0.4%	1.8%	0.2%
Between 1 and 30 days	25.2%	21.1%	27.0%	32.2%	27.2%	24.4%	23.7%	22.0%	23.5%	21.8%	25.7%	30.1%
Between 1 and 2 months	24.3%	24.7%	26.7%	27.9%	31.5%	21.6%	21.5%	24.1%	19.9%	24.2%	19.8%	29.0%
Between 3 and 6 months	30.7%	31.7%	27.6%	21.0%	24.0%	31.7%	32.8%	31.0%	33.3%	31.1%	32.1%	25.2%
More than 6 months	19.1%	22.0%	18.7%	17.6%	16.3%	22.1%	21.6%	22.3%	23.4%	22.4%	20.7%	15.6%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



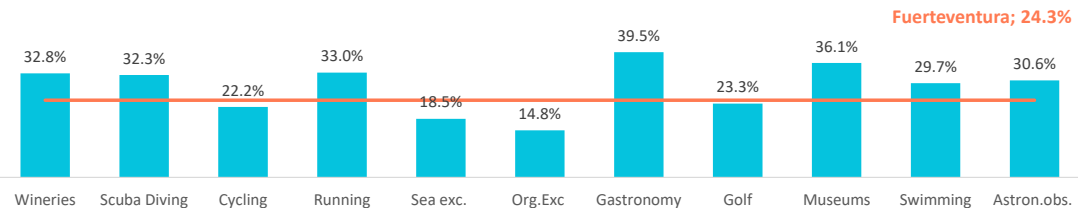
With whom did they book their flight and accommodation?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Flight</b>												
- Directly with the airline	40.8%	52.7%	43.6%	47.1%	53.6%	33.3%	29.5%	53.9%	44.8%	52.8%	47.1%	51.2%
- Tour Operator or Travel Agency	59.2%	47.3%	56.4%	52.9%	46.4%	66.7%	70.5%	46.1%	55.2%	47.2%	52.9%	48.8%
<b>Accommodation</b>												
- Directly with the accommodation	28.6%	35.3%	32.2%	28.2%	40.2%	23.8%	20.3%	38.4%	27.6%	36.0%	31.9%	36.4%
- Tour Operator or Travel Agency	71.4%	64.7%	67.8%	71.8%	59.8%	76.2%	79.7%	61.6%	72.4%	64.0%	68.1%	63.6%

What do they book?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Room only	24.3%	32.8%	32.3%	22.2%	33.0%	18.5%	14.8%	39.5%	23.3%	36.1%	29.7%	30.6%
Bed and Breakfast	6.2%	7.7%	4.8%	13.2%	7.7%	7.0%	5.4%	10.4%	12.4%	5.7%	7.3%	5.4%
Half board	15.1%	14.8%	9.5%	16.7%	13.8%	15.4%	14.9%	15.2%	19.9%	14.5%	14.1%	19.6%
Full board	4.4%	6.4%	4.0%	3.5%	5.6%	3.7%	7.4%	2.7%	1.5%	5.3%	3.1%	0.4%
All inclusive	49.9%	38.4%	49.4%	44.3%	39.8%	55.4%	57.6%	32.2%	42.9%	38.4%	45.7%	44.0%

% TOURISTS WHO BOOK ROOM ONLY

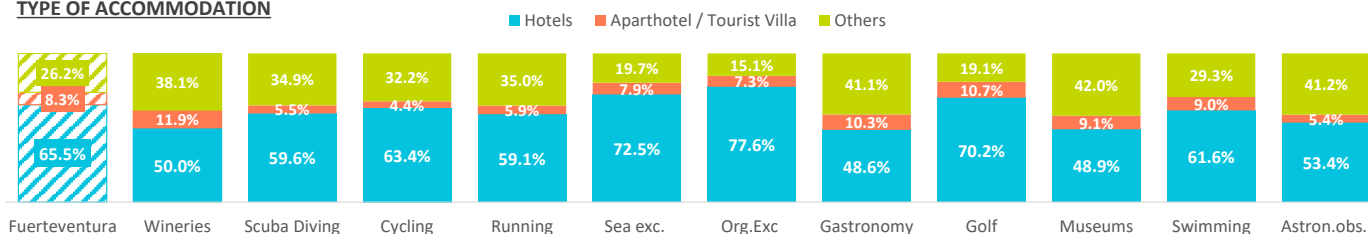


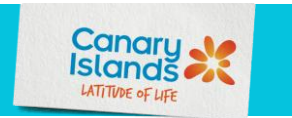
ACCOMMODATION

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
1-2-3* Hotel	13.1%	11.9%	9.7%	14.7%	11.8%	11.6%	13.5%	10.6%	15.4%	11.1%	10.8%	11.0%
4* Hotel	49.9%	35.7%	47.7%	44.8%	43.8%	58.8%	61.9%	35.7%	42.6%	35.1%	47.1%	40.5%
5* Hotel / 5* Luxury Hotel	2.6%	2.4%	2.2%	3.9%	3.5%	2.1%	2.2%	2.3%	12.2%	2.7%	3.7%	2.0%
Aparthotel / Tourist Villa	8.3%	11.9%	5.5%	4.4%	5.9%	7.9%	7.3%	10.3%	10.7%	9.1%	9.0%	5.4%
House/room rented in a private dwelling	16.2%	25.4%	23.6%	18.1%	21.8%	14.1%	10.4%	27.4%	7.8%	30.5%	18.2%	24.0%
Private accommodation <sup>(1)</sup>	7.5%	10.5%	9.5%	12.1%	10.3%	4.4%	2.9%	11.1%	11.3%	8.4%	9.6%	11.6%
Others (Cottage, cruise, camping,...)	2.4%	2.2%	1.7%	2.1%	2.9%	1.2%	1.8%	2.5%	0.0%	3.1%	1.5%	5.6%

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

TYPE OF ACCOMMODATION

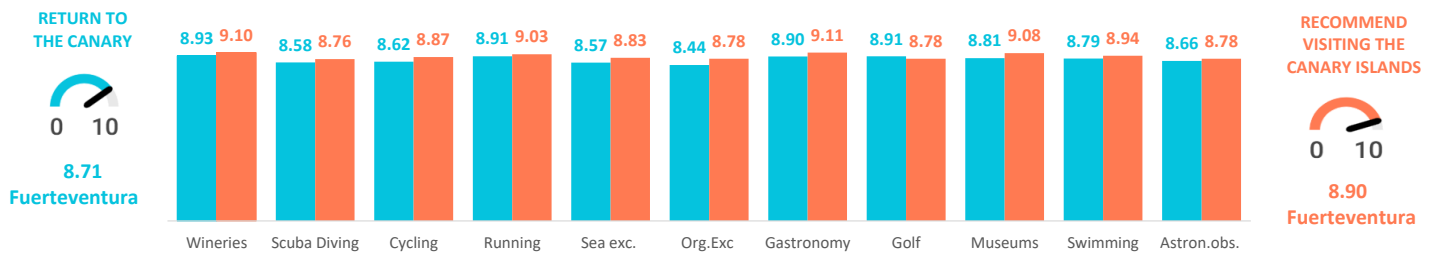




SATISFACTION AND LOYALTY INDICATORS

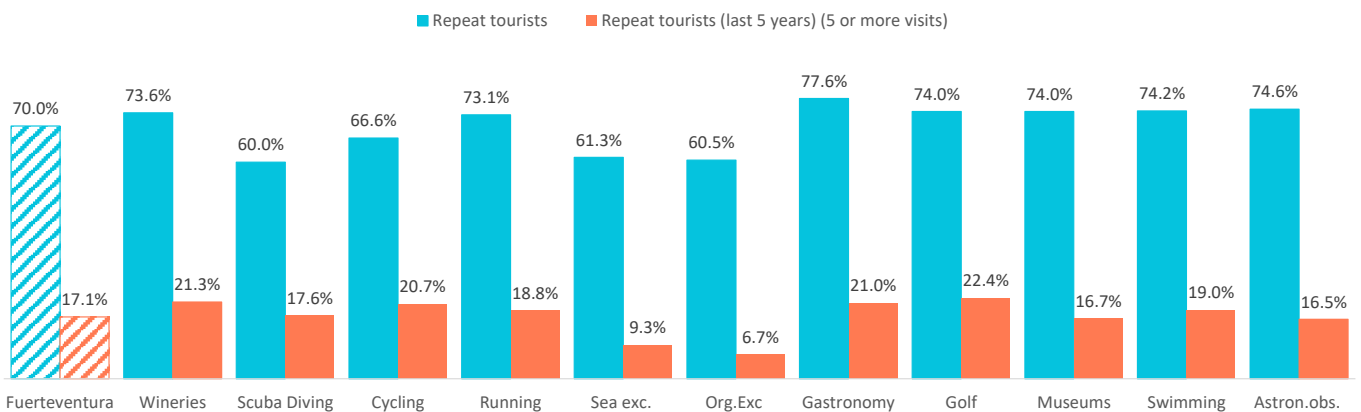
Satisfaction

Satisfaction (scale 0-10)	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Average rating	8.65	8.78	8.45	8.60	8.74	8.62	8.61	8.81	8.63	8.76	8.74	8.68
Experience in the Canary Islands	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Worse or much worse than expected	3.2%	2.3%	0.0%	1.8%	0.9%	3.5%	4.3%	1.9%	3.0%	2.7%	1.7%	3.0%
Lived up to expectations	57.5%	54.5%	57.3%	53.9%	56.2%	51.3%	53.7%	55.5%	56.8%	53.3%	53.1%	55.0%
Better or much better than expected	39.3%	43.2%	42.7%	44.2%	42.9%	45.2%	42.0%	42.5%	40.3%	43.9%	45.2%	42.0%
Future intentions (scale 0-10)	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Return to the Canary Islands	8.71	8.93	8.58	8.62	8.91	8.57	8.44	8.90	8.91	8.81	8.79	8.66
Recommend visiting the Canary Islands	8.90	9.10	8.76	8.87	9.03	8.83	8.78	9.11	8.78	9.08	8.94	8.78



How many are loyal to the Canary Islands?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Repeat tourists	70.0%	73.6%	60.0%	66.6%	73.1%	61.3%	60.5%	77.6%	74.0%	74.0%	74.2%	74.6%
At least 10 previous visits	18.1%	22.4%	16.7%	19.7%	15.6%	9.2%	8.1%	22.6%	27.5%	18.9%	18.4%	13.6%
Repeat tourists (last 5 years)	64.6%	68.5%	55.6%	62.4%	68.1%	54.5%	54.1%	72.7%	68.5%	68.4%	67.2%	69.6%
Repeat tourists (last 5 years) (5 or more visits)	17.1%	21.3%	17.6%	20.7%	18.8%	9.3%	6.7%	21.0%	22.4%	16.7%	19.0%	16.5%



ISLANDS

How many islands do they visit during their trip?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
One island	93.0%	82.3%	83.5%	91.8%	88.0%	89.8%	86.1%	89.3%	93.5%	78.4%	91.5%	92.0%
Two islands	6.2%	16.1%	11.9%	7.5%	9.9%	9.2%	12.0%	9.8%	5.3%	18.7%	7.9%	7.1%
Three or more islands	0.8%	1.6%	4.6%	0.7%	2.2%	1.0%	1.8%	0.8%	1.2%	2.8%	0.7%	0.9%

Visited islands during their trip (with overnight staying)

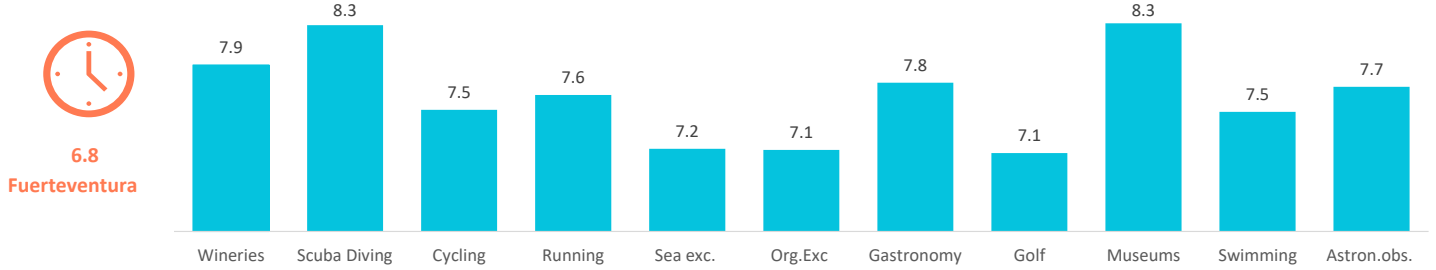
	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Lanzarote	1.8%	6.3%	8.9%	2.1%	3.6%	2.6%	2.1%	2.6%	1.2%	9.6%	1.9%	4.7%
Fuerteventura	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gran Canaria	0.7%	1.4%	4.6%	2.3%	2.5%	0.9%	1.3%	1.1%	3.8%	2.2%	1.0%	1.3%
Tenerife	0.6%	1.3%	2.4%	0.0%	0.8%	0.6%	0.9%	1.1%	1.9%	1.9%	1.0%	0.0%
La Gomera	0.0%	0.3%	0.6%	0.6%	0.3%	0.0%	0.0%	0.1%	0.0%	0.3%	0.2%	0.4%
La Palma	0.1%	0.1%	0.6%	0.0%	0.0%	0.2%	0.2%	0.1%	0.0%	0.0%	0.2%	0.0%
El Hierro	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Cruise	0.0%	0.3%	1.0%	1.0%	0.5%	0.3%	0.2%	0.1%	1.6%	0.5%	0.4%	0.7%



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
0 hours	3.9%	0.4%	5.6%	4.6%	2.8%	1.1%	1.0%	0.8%	5.2%	1.0%	2.8%	2.9%
1 - 2 hours	12.6%	6.9%	5.6%	9.4%	9.7%	9.7%	11.2%	6.9%	6.8%	5.3%	9.8%	10.9%
3 - 6 hours	34.6%	31.4%	20.3%	24.9%	28.4%	36.1%	37.1%	32.2%	37.6%	29.1%	31.8%	27.4%
7 - 12 hours	42.6%	52.0%	58.4%	51.5%	49.0%	45.0%	42.1%	51.9%	41.0%	54.8%	47.7%	47.1%
More than 12 hours	6.2%	9.4%	10.1%	9.6%	10.1%	8.2%	8.7%	8.2%	9.5%	9.8%	7.9%	11.7%
<b>Outdoor time per day</b>	<b>6.8</b>	<b>7.9</b>	<b>8.3</b>	<b>7.5</b>	<b>7.6</b>	<b>7.2</b>	<b>7.1</b>	<b>7.8</b>	<b>7.1</b>	<b>8.3</b>	<b>7.5</b>	<b>7.7</b>



Activities in the Canary Islands

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Beach	80.4%	94.3%	96.9%	90.6%	94.8%	97.2%	91.7%	90.6%	84.5%	91.9%	94.0%	92.6%
Walk, wander	66.0%	86.4%	71.0%	76.8%	86.8%	74.7%	78.4%	82.5%	73.5%	83%	83.7%	78.3%
Swimming pool, hotel facilities	54.5%	61.9%	59.0%	57.2%	62.2%	71.5%	70.3%	53.6%	73%	53.9%	71.1%	55.2%
Explore the island on their own	46.9%	71.2%	71.5%	65.7%	66.9%	58.4%	53.9%	69.7%	61.4%	82.2%	61%	70.9%
Taste Canarian gastronomy	21.9%	54.8%	33.7%	30%	31.6%	29.6%	30.5%	100.0%	32.4%	52.0%	34.3%	45.5%
Hiking	16.0%	24.3%	40.7%	40.2%	47.2%	19.9%	17.9%	24.2%	22.1%	37.5%	29.4%	39.5%
Organized excursions	13.0%	23.4%	28%	22.6%	12.1%	42.4%	100.0%	18.0%	15.0%	21.5%	18.5%	19.6%
Nightlife / concerts / shows	10.4%	19.2%	20.2%	13.2%	20.1%	16.0%	13%	17.5%	34.6%	16.5%	20.1%	20.0%
Sea excursions / whale watching	9.8%	15.1%	31.0%	20.5%	12.6%	100.0%	32.2%	13%	16.2%	15.7%	19.5%	19.0%
Wineries / markets / popular festivals	9.2%	100.0%	16.7%	14.6%	15.0%	14.0%	16.5%	22.9%	16.6%	31.5%	17.8%	20.3%
Other Nature Activities	7.8%	16%	21.6%	24.6%	18.4%	12.9%	13.8%	15.0%	14.6%	25.2%	18.6%	31.5%
Swim	7.5%	14.5%	25.9%	24.7%	23%	14.8%	10.6%	11.7%	25.4%	13.1%	100.0%	18.5%
Theme parks	7.1%	16.7%	25.0%	17.6%	13.7%	15.7%	14.7%	11.5%	16.0%	17.3%	17.3%	15.1%
Surf	6.9%	8.0%	30.0%	21.8%	19.8%	10.2%	8.6%	10.6%	17.0%	14.1%	17.6%	21.7%
Museums / exhibitions	6.2%	21.1%	18.1%	13.0%	11.2%	9.8%	10.2%	14.6%	14.4%	100.0%	10.8%	19.4%
Running	6.0%	9.7%	19.3%	28.2%	100.0%	7.6%	5.6%	8.6%	23.5%	10.9%	18.0%	20%
Practice other sports	4.9%	6.3%	13.0%	14.1%	18.7%	8%	6.2%	6.3%	19.9%	9.0%	14.5%	12.7%
Astronomical observation	4.2%	9.4%	18.8%	16.6%	14.3%	8.2%	6.4%	8.7%	12.5%	13.3%	10.5%	100.0%
Beauty and health treatments	3.6%	8.1%	9.7%	11.5%	7.6%	7.0%	6.1%	6.0%	18.3%	7.1%	7.9%	7.5%
Cycling / Mountain bike	3.2%	5.0%	14.0%	100.0%	15.0%	6.6%	5.5%	4.3%	18.3%	6.7%	10.5%	12.4%
Scuba Diving	3.0%	5.5%	100.0%	13.4%	9.8%	9.6%	6.5%	4.7%	14.0%	8.9%	10.5%	13.5%
Windsurf / Kitesurf	2.4%	3.6%	16.1%	13.5%	5.6%	3.8%	3.1%	3.2%	11.9%	4.9%	6.1%	8.2%
Golf	1.9%	3.4%	8.8%	11.0%	7.5%	3.1%	2.2%	2.8%	100.0%	4.4%	6.5%	5.6%

COUNTRY OF RESIDENCE

Where are they from?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
United Kingdom	30.7%	31.6%	13.7%	25.9%	25.4%	27.4%	23.2%	30.4%	43.7%	18.7%	48.0%	13.7%
Germany	29.0%	23.7%	35.5%	32.1%	13.6%	32.1%	27.9%	28.1%	18.6%	25.5%	12.6%	43.1%
Spanish Mainland	8.1%	13.6%	11.3%	3.0%	7.2%	8.2%	8.3%	13.0%	5.2%	12.8%	3.2%	6.7%
Italy	6.5%	7.8%	5.2%	8.2%	7.5%	4.8%	9.8%	6.5%	4.5%	9.4%	1.8%	6.8%
France	5.3%	4.6%	7.9%	3.8%	7.0%	7.9%	9.8%	2.4%	2.5%	7.6%	2.3%	2.8%
Poland	4.7%	3.7%	7.0%	5.6%	8.1%	5.3%	7.4%	4.4%	2.1%	5.5%	9.1%	7.7%
Netherlands	3.0%	1.1%	3.4%	3.1%	9.4%	2.2%	2.2%	2.6%	4.9%	1.7%	6.4%	4.7%
Ireland	2.6%	4.4%	2.4%	5.3%	2.9%	1.1%	2.2%	2.8%	7.9%	2.9%	4.1%	4.2%
Czech Republic	1.3%	1.1%	2.7%	2.4%	3.5%	2.2%	1.6%	1.0%	3.8%	1.6%	2.8%	2.5%
Belgium	1.3%	0.8%	2.5%	2.5%	2.8%	1.3%	1.8%	1.3%	-	3.0%	1.7%	1.5%
Austria	1.1%	1.1%	2.1%	1.3%	1.0%	1.2%	0.9%	2.0%	1.1%	1.0%	0.6%	0.7%
Denmark	1.0%	-	0.8%	2.1%	3.0%	0.1%	0.3%	0.9%	1.4%	0.5%	1.2%	1.7%
Switzerland	1.0%	1.5%	1.6%	0.3%	0.9%	3.1%	1.3%	1.2%	1.2%	1.7%	0.9%	1.8%
Sweden	0.9%	1.6%	0.9%	0.7%	2.8%	0.2%	0.9%	0.8%	1.7%	0.2%	1.2%	0.8%
Hungary	0.5%	1.2%	-	1.6%	0.3%	0.4%	0.6%	0.2%	-	1.7%	0.8%	0.4%
Norway	0.4%	0.2%	0.5%	-	0.6%	0.2%	0.4%	0.1%	1.4%	0.4%	-	-
Others	2.6%	2.1%	2.5%	2.0%	3.9%	2.3%	1.2%	2.2%	0.0%	5.9%	3.3%	1.0%

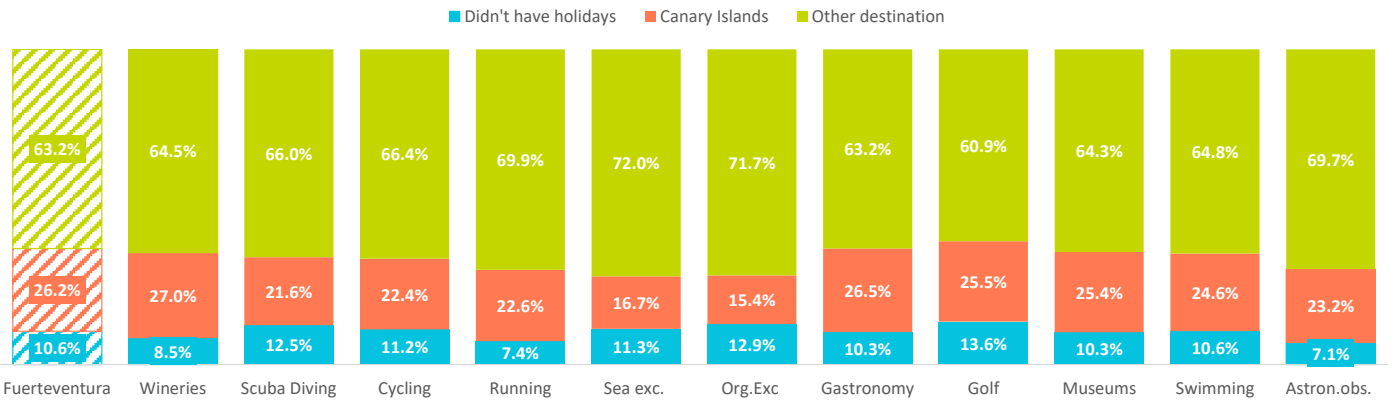


COMPETITORS

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

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Didn't have holidays	10.6%	8.5%	12.5%	11.2%	7.4%	11.3%	12.9%	10.3%	13.6%	10.3%	10.6%	7.1%
Canary Islands	26.2%	27.0%	21.6%	22.4%	22.6%	16.7%	15.4%	26.5%	25.5%	25.4%	24.6%	23.2%
Other destination	63.2%	64.5%	66.0%	66.4%	69.9%	72.0%	71.7%	63.2%	60.9%	64.3%	64.8%	69.7%
- Balearic Islands	4.7%	3.9%	7.8%	5.6%	4.6%	5.0%	5.1%	4.2%	6.9%	5.5%	4.7%	3.6%
- Rest of Spain	9.3%	12.7%	7.9%	6.1%	8.9%	9.2%	10.7%	9.8%	12.1%	11.1%	8.5%	10.4%
- Italy	7.7%	9.9%	5.4%	10.3%	8.5%	7.6%	7.9%	8.9%	7.1%	7.2%	5.7%	8.8%
- France	5.0%	5.3%	7.1%	11.2%	6.8%	5.7%	5.1%	4.2%	0.8%	7.4%	5.6%	4.0%
- Turkey	4.1%	3.1%	3.0%	3.2%	3.4%	5.3%	6.1%	3.4%	6.2%	1.9%	5.6%	3.0%
- Greece	8.2%	7.0%	7.9%	4.5%	9.5%	11.3%	10.8%	6.7%	8.9%	6.0%	8.5%	8.3%
- Portugal	4.0%	3.6%	7.4%	2.0%	3.2%	4.9%	5.0%	5.3%	2.9%	6.7%	5.3%	6.4%
- Croatia	2.5%	2.1%	3.4%	2.9%	4.0%	3.1%	1.9%	2.3%	1.1%	2.5%	1.6%	3.9%
- Egypt	2.3%	2.6%	2.4%	2.7%	2.1%	3.3%	3.9%	1.7%	0.0%	1.3%	2.3%	3.6%
- Tunisia	0.9%	0.8%	0.7%	1.5%	1.4%	0.8%	1.5%	0.6%	1.8%	1.1%	0.6%	1.0%
- Morocco	1.4%	2.4%	2.5%	1.8%	1.9%	1.5%	1.4%	1.8%	1.6%	1.9%	2.3%	1.1%
- Others	13.4%	11.1%	10.3%	14.5%	15.6%	14.2%	12.3%	14.1%	11.4%	11.8%	14.2%	15.6%

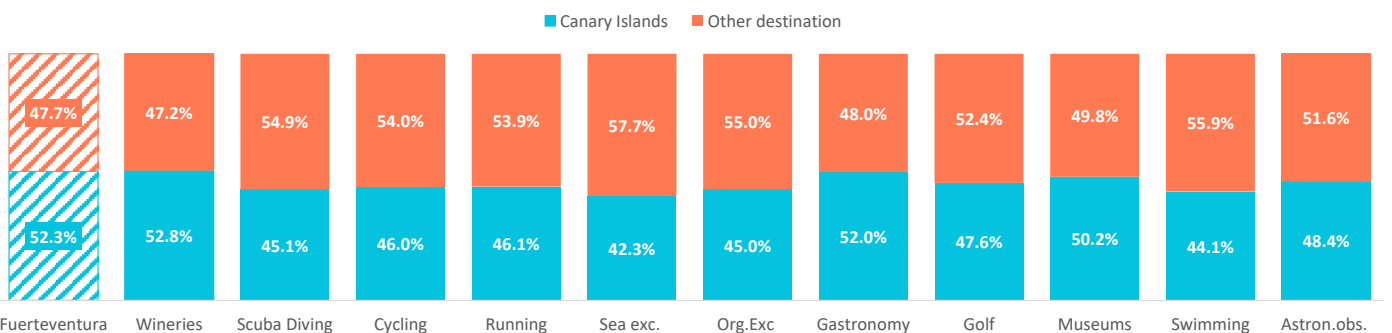
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
None (I was clear about "this Canary Island")	24.3%	23.5%	20.0%	19.7%	19.7%	15.4%	17.1%	24.2%	23.1%	22.1%	15.9%	19.9%
Canary Islands (other island)	28.1%	29.3%	25.1%	26.3%	26.4%	26.9%	27.9%	27.8%	24.5%	28.0%	28.2%	28.5%
Other destination	47.7%	47.2%	54.9%	54.0%	53.9%	57.7%	55.0%	48.0%	52.4%	49.8%	55.9%	51.6%
- Balearic Islands	6.6%	6.4%	6.5%	7.7%	7.1%	7.5%	7.1%	7.0%	6.5%	6.0%	5.6%	6.2%
- Rest of Spain	8.2%	9.1%	6.9%	9.4%	10.1%	8.5%	8.1%	8.6%	8.6%	9.3%	9.6%	6.6%
- Italy	4.5%	4.9%	5.2%	5.4%	5.4%	5.5%	5.6%	4.7%	5.6%	6.0%	5.3%	3.7%
- France	1.4%	2.1%	3.0%	1.1%	2.0%	1.4%	1.4%	1.6%	3.0%	3.2%	2.3%	1.9%
- Turkey	3.7%	2.1%	2.7%	2.9%	3.6%	4.5%	5.1%	3.0%	5.1%	2.9%	4.3%	3.2%
- Greece	9.0%	9.4%	12.3%	7.1%	8.5%	11.8%	10.8%	8.9%	8.7%	8.6%	10.5%	11.6%
- Portugal	6.0%	5.8%	7.4%	6.2%	6.8%	8.4%	6.4%	6.3%	5.4%	5.8%	8.3%	6.9%
- Croatia	2.4%	3.4%	4.0%	4.8%	4.1%	3.4%	3.3%	2.7%	5.0%	3.3%	3.5%	3.0%
- Egypt	3.6%	3.1%	4.0%	5.9%	3.9%	4.3%	4.7%	3.0%	2.7%	2.4%	4.4%	5.6%
- Others	2.3%	1.0%	2.8%	3.5%	2.3%	2.3%	2.4%	2.1%	1.8%	2.3%	2.1%	2.8%

\* Percentage of valid answers



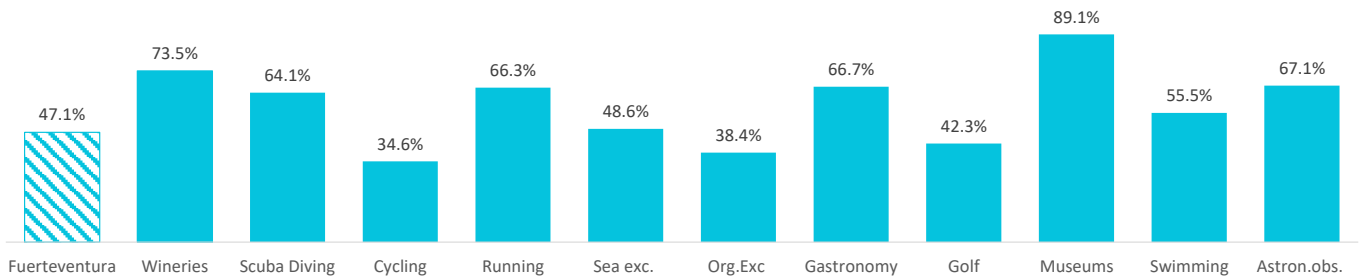
TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rental vehicle	47.1%	73.5%	64.1%	34.6%	66.3%	48.6%	38.4%	66.7%	42.3%	89.1%	55.5%	67.1%
Public transport	20.1%	14.6%	21.1%	33.7%	23.1%	18.8%	26.8%	18.5%	16.2%	16.4%	15.9%	20.5%
Taxi / Private hire vehicle	18.1%	16.2%	12.8%	18.1%	11.5%	15.6%	18.4%	17.5%	45.8%	11.7%	20.3%	11.4%
Organised excursions with transport included	13.0%	16.0%	17.6%	18.1%	12.1%	27.5%	53.0%	8.5%	15.4%	13.3%	11.9%	9.2%
Bicycle	3.5%	4.3%	2.7%	46.6%	8.1%	4.4%	4.7%	5.5%	14.4%	5.0%	5.3%	11.9%
On foot	21.7%	11.7%	9.8%	15.8%	13.0%	21.5%	18.0%	13.9%	10.4%	8.5%	17.9%	15.4%

\* Multi-choice question

RENTAL VEHICLE

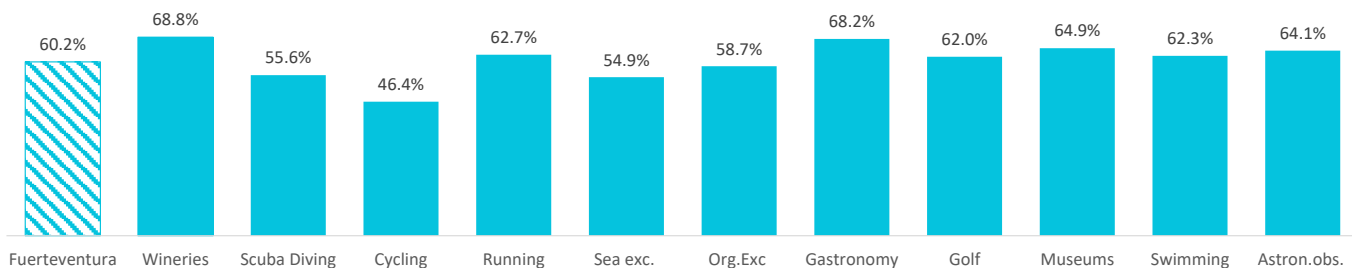


What factors influenced their choice of transport?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
No other alternative	18.0%	14.0%	14.6%	25.4%	16.8%	20.0%	16.1%	13.6%	17.7%	15.7%	12.7%	8.3%
Comfort and convenience	60.2%	68.8%	55.6%	46.4%	62.7%	54.9%	58.7%	68.2%	62.0%	64.9%	62.3%	64.1%
Price	29.9%	31.4%	36.3%	41.9%	32.0%	26.9%	32.6%	32.2%	51.7%	46.0%	38.7%	41.0%
Accessibility	20.2%	27.4%	16.8%	30.3%	29.8%	26.8%	22.7%	25.1%	26.5%	21.1%	23.8%	25.0%
Environmental impact	4.3%	5.6%	15.2%	16.4%	3.5%	4.7%	4.4%	3.7%	13.2%	4.4%	4.8%	11.5%
Safety	10.0%	13.3%	3.3%	6.6%	11.6%	10.5%	16.0%	10.6%	2.4%	16.3%	8.4%	7.0%
Available travel time	11.4%	14.8%	8.5%	7.8%	15.8%	12.2%	12.0%	15.2%	10.1%	14.5%	16.9%	4.9%
Punctuality	5.8%	6.3%	16.1%	2.9%	10.6%	8.1%	8.2%	5.3%	9.3%	8.2%	5.1%	8.2%
Flexible timetable	10.7%	13.9%	10.8%	7.2%	14.7%	8.5%	9.3%	15.3%	5.4%	17.6%	11.3%	15.1%

\* Multi-choice question

COMFORT AND CONVENIENCE



Did you experience any difficulties with transport during their stay in the Canary Islands?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	6.9%	8.6%	26.5%	14.6%	12.7%	8.8%	9.9%	7.0%	16.4%	12.8%	9.2%	10.1%
- Infrequent service	2.8%	1.7%	14.6%	10.5%	6.0%	4.1%	3.0%	1.9%	10.0%	1.7%	3.4%	4.1%
- Confusing or insufficient information	2.0%	2.7%	10.0%	1.7%	0.6%	0.0%	1.7%	2.9%	2.6%	3.1%	0.0%	1.3%
- Accessibility barriers	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
- Delays or cancellations	1.9%	0.9%	5.0%	1.7%	5.4%	3.2%	2.6%	1.2%	2.6%	3.0%	3.9%	2.6%
- High fares	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Difficulties with booking systems	0.6%	2.0%	1.3%	0.0%	0.6%	0.4%	0.3%	0.7%	0.0%	0.0%	1.3%	0.0%
- Poor connections	0.9%	0.0%	1.1%	1.7%	1.8%	1.0%	0.5%	1.3%	2.6%	1.8%	0.0%	1.5%
- Others	1.2%	1.2%	0.0%	0.0%	0.6%	0.4%	2.4%	1.3%	0.0%	2.9%	0.4%	1.1%
No	93.1%	91.4%	73.5%	85.4%	87.3%	91.2%	90.1%	93.0%	83.6%	87.2%	90.8%	89.9%

\* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number of



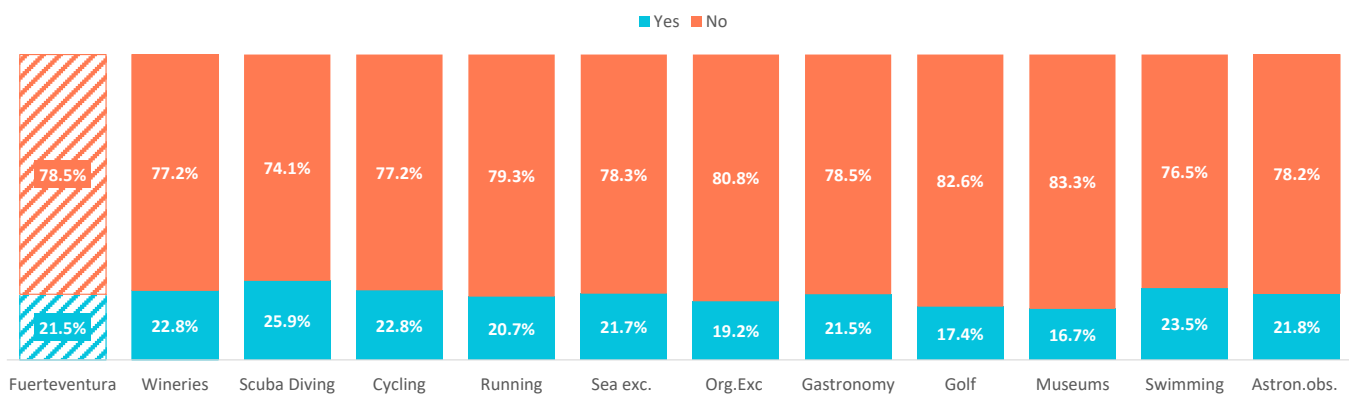
TOURIST TAX (Data from Q4 2024 to Q3 2025)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	48.6%	53.8%	49.9%	46.5%	58.0%	47.7%	50.1%	49.9%	50.9%	54.0%	48.3%	52.8%
No	31.0%	32.6%	31.2%	37.3%	24.5%	28.6%	27.9%	32.0%	27.1%	26.1%	29.3%	25.7%
Not remember	20.4%	13.6%	18.9%	16.2%	17.5%	23.7%	21.9%	18.1%	22.0%	19.9%	22.4%	21.4%

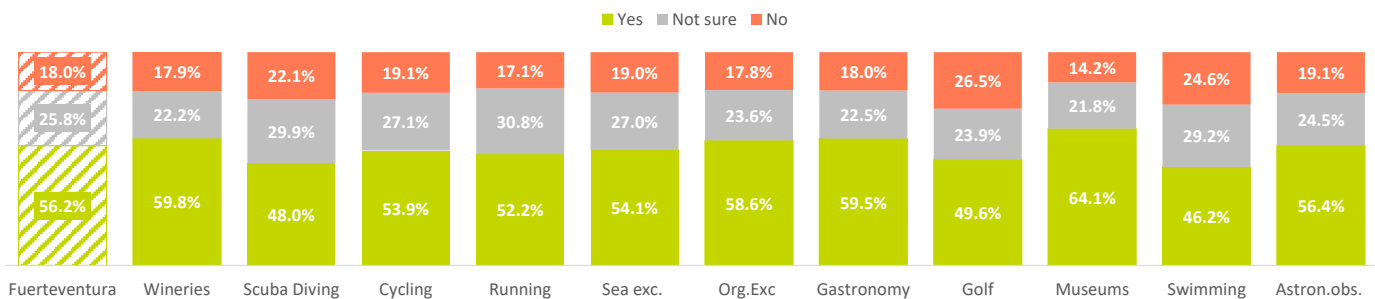
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	21.5%	22.8%	25.9%	22.8%	20.7%	21.7%	19.2%	21.5%	17.4%	16.7%	23.5%	21.8%
No	78.5%	77.2%	74.1%	77.2%	79.3%	78.3%	80.8%	78.5%	82.6%	83.3%	76.5%	78.2%



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	56.2%	59.8%	48.0%	53.9%	52.2%	54.1%	58.6%	59.5%	49.6%	64.1%	46.2%	56.4%
- For any purpose	11.9%	13.1%	11.0%	11.6%	13.2%	12.1%	9.7%	12.1%	7.9%	13.3%	9.2%	7.9%
- Improve living conditions	9.4%	9.1%	5.4%	9.6%	8.7%	7.2%	8.9%	11.1%	8.8%	8.1%	5.9%	13.9%
- Improve economic development	4.8%	5.9%	3.9%	3.3%	4.2%	4.3%	4.7%	5.5%	4.0%	4.1%	3.4%	1.4%
- Improve the environment	19.0%	20.1%	20.1%	18.8%	15.6%	20.1%	23.2%	20.0%	11.3%	24.4%	15.5%	21.0%
- Improve the tourist environment	5.2%	5.1%	4.2%	4.8%	6.1%	5.9%	6.7%	5.8%	5.9%	4.5%	3.7%	5.1%
- Other purposes	6.0%	6.5%	3.4%	5.7%	4.4%	4.4%	5.3%	5.0%	11.7%	9.8%	8.6%	7.0%
Not sure	25.8%	22.2%	29.9%	27.1%	30.8%	27.0%	23.6%	22.5%	23.9%	21.8%	29.2%	24.5%
No	18.0%	17.9%	22.1%	19.1%	17.1%	19.0%	17.8%	18.0%	26.5%	14.2%	24.6%	19.1%



How much would they be willing to pay?

	Fuerteventura	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Up to 1 euro	38.5%	43.6%	40.8%	32.8%	36.4%	39.6%	41.7%	40.0%	35.2%	38.5%	40.9%	37.4%
Up to 2 euros	33.8%	30.3%	30.7%	30.5%	29.0%	34.2%	33.9%	33.1%	35.6%	30.4%	28.1%	33.4%
Up to 3 euros	19.6%	19.0%	18.5%	21.9%	23.6%	19.0%	17.6%	20.0%	19.0%	21.8%	20.8%	21.1%
More than 3 euros	8.0%	7.1%	10.0%	14.8%	11.1%	7.2%	6.8%	6.9%	10.2%	9.4%	10.2%	8.1%

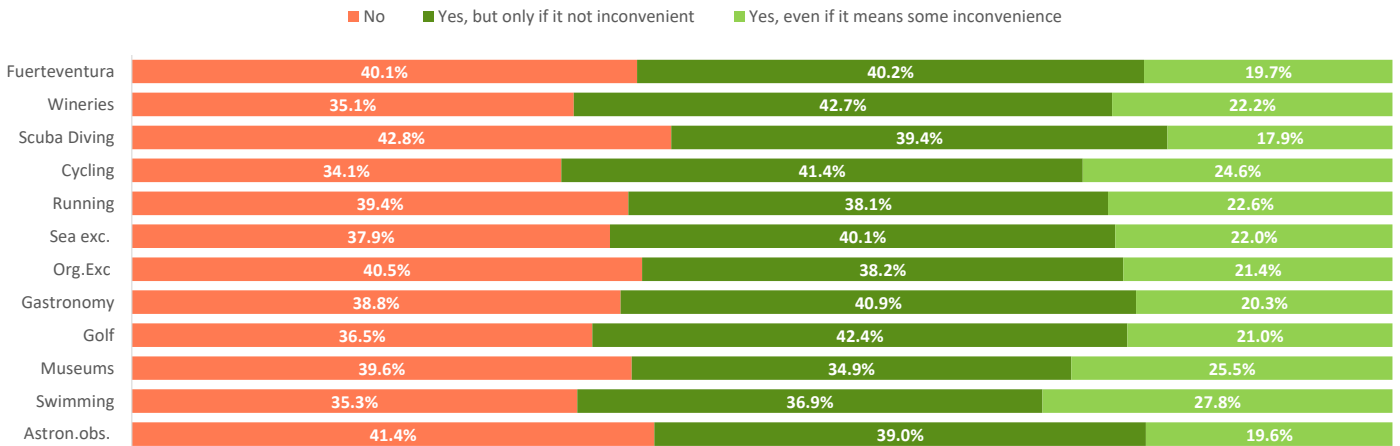
# Profile of tourist (2025). Fuerteventura

## ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (1/2)

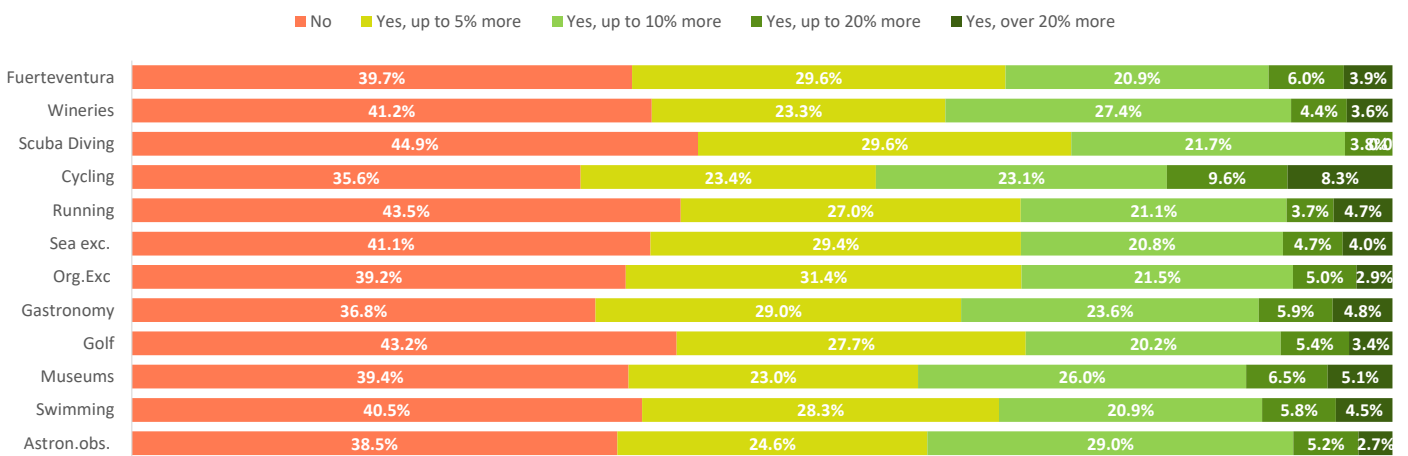


### SUSTAINABLE DESTINATION (DATA = 2023)

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	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Quality of life on the island	7.85	7.96	7.60	7.56	7.73	7.88	7.84	7.93	8.01	7.64	8.14	7.69
Tolerance towards tourism	8.57	8.62	8.70	8.41	8.37	8.72	8.72	8.67	8.81	8.53	8.59	8.58
Cleanliness of the island	8.22	8.36	8.04	7.95	8.08	8.25	8.34	8.24	8.38	8.11	8.42	8.20
Air quality	8.62	8.66	8.80	8.55	8.42	8.49	8.70	8.68	8.50	8.51	8.50	8.69
Rational water consumption	7.47	7.65	7.34	7.39	7.40	7.31	7.54	7.36	7.69	7.26	7.64	7.04
Energy saving	6.99	7.20	6.64	6.85	6.79	6.78	7.04	6.91	7.31	6.90	7.22	6.30
Use of renewable energy	6.83	7.03	6.83	6.70	6.88	6.68	7.00	6.84	7.06	6.84	7.05	6.56
Recycling	6.99	7.17	6.63	6.74	6.93	6.92	7.17	6.87	7.53	6.60	7.28	7.02
Easy to get around by public transport	6.97	7.00	6.63	6.76	6.57	7.01	7.14	6.96	7.21	6.62	6.97	6.55
Overcrowding in tourist areas	6.38	6.50	6.58	5.70	6.67	6.39	6.44	6.36	6.84	6.38	6.61	6.08
Supply of local products	7.05	7.55	6.88	6.57	6.91	6.99	7.24	7.28	7.13	7.12	7.11	6.98

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

Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.