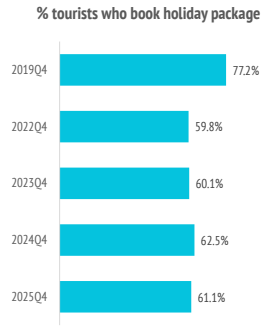
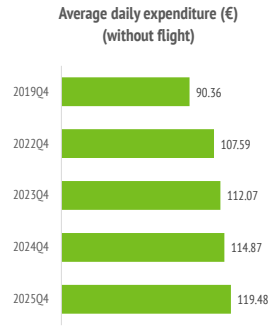
Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Fourth Quarter

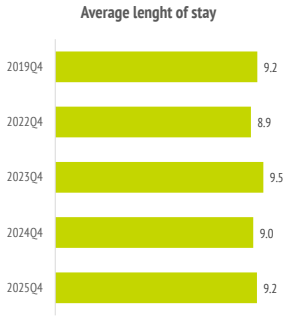
How many are they and how much do they spend?

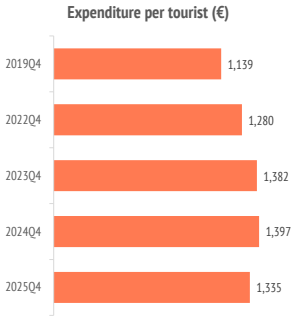
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,164**	**588**	**616**	**676**	**694**
Tourist arrivals ≥ 16 years old (EGT) (*)	**436**	**521**	**562**	**623**	**647**
- % tourists who book holiday package	77.2%	59.8%	60.1%	62.5%	61.1%
Children < 16 years old (FRONTUR - EGT) (*)	729	67	53	52	47
Expenditure per tourist (€) (group spend / group size)	**1,003**	**1,128**	**1,254**	**1,248**	**1,194**
Expenditure per tourist (€) (group spend / +16)	**1,139**	**1,280**	**1,382**	**1,397**	**1,335**
- book holiday package	1,161	1,445	1,518	1,581	1,484
- holiday package	1,008	1,272	1,339	1,397	1,303
- others	153	173	179	183	181
- do not book holiday package	1,064	1,034	1,176	1,089	1,100
- flight	314	283	353	299	272
- accommodation	404	381	432	385	398
- others	346	370	392	405	429
Average lenght of stay	**9.2**	**8.9**	**9.5**	**9.0**	**9.2**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**134.91**	**155.06**	**162.40**	**168.43**	**165.36**
- Median	125.33	146.36	152.74	157.33	155.33
Average daily expenditure (without flight)	**90.36**	**107.59**	**112.07**	**114.87**	**119.48**
- Median	83.54	100.68	105.74	109.28	113.97
Average cost of the flight (€)	**374.37**	**390.97**	**427.14**	**438.18**	**365.53**
Total turnover (€m)	**496**	**667**	**777**	**871**	**864**
Turnover without flight (€m)	**333**	**463**	**537**	**597**	**627**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	94.1%	88.7%	89.1%	89.6%	87.9%
- Additional accommodation expenses	4.7%	6.3%	7.2%	8.0%	6.3%
Transport:					
- National/International Transport	99.6%	98.1%	98.1%	97.6%	96.9%
- Flights between islands	3.9%	5.2%	5.2%	6.4%	4.8%
- Taxi	54.8%	53.6%	54.7%	55.8%	52.4%
- Car rental	23.0%	29.7%	29.0%	28.9%	30.0%
- Public transport	4.1%	8.4%	6.4%	8.3%	9.0%
Food and drink:					
- Food purchases at supermarkets	38.7%	53.9%	52.4%	57.6%	53.0%
- Restaurants	40.4%	50.1%	49.2%	50.5%	49.9%
Leisure:					
- Organized excursions	16.7%	19.0%	18.8%	17.7%	16.9%
- Sport activities	7.3%	9.2%	8.2%	7.8%	8.1%
- Cultural activities	0.7%	0.8%	0.8%	1.3%	1.0%
- Museums	0.9%	2.5%	1.4%	2.1%	1.7%
- Theme Parks	5.5%	3.1%	3.3%	2.8%	3.6%
- Discos and pubs	2.7%	7.4%	5.7%	7.3%	6.3%
- Wellness	2.3%	5.0%	4.1%	2.9%	3.3%
Purchases of goods:					
- Souvenirs	43.9%	38.0%	40.4%	38.0%	43.6%
- Other expenses	0.3%	0.9%	0.3%	0.7%	0.7%
Other:					
- Medical or pharmaceutical expenses	3.6%	8.4%	7.4%	6.6%	6.2%
- Other expenses	5.2%	8.7%	6.3%	5.8%	5.0%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**750**	**797**	**891**	**883**	**911**
- Accommodation	557	648	721	712	739
- Additional accommodation expenses	193	149	170	171	173
Transport:	**622**	**723**	**719**	**772**	**687**
- National/International Transport	376	399	436	449	377
- Flights between islands	63	62	52	57	89
- Taxi	73	117	95	101	84
- Car rental	98	127	114	132	118
- Public transport	13	18	22	34	18
Food and drink:	**216**	**236**	**259**	**239**	**274**
- Food purchases at supermarkets	77	93	105	97	117
- Restaurants	138	143	154	142	157
Leisure:	**504**	**465**	**539**	**554**	**473**
- Organized excursions	78	92	94	104	93
- Sport activities	116	104	118	108	89
- Cultural activities	60	51	50	77	35
- Museums	22	32	28	23	22
- Theme Parks	54	46	67	57	52
- Discos and pubs	108	77	93	101	87
- Wellness	66	63	89	83	95
Purchases of goods:	**308**	**156**	**123**	**142**	**607**
- Souvenirs	100	74	81	75	85
- Other expenses	209	81	42	67	522
Other:	**124**	**121**	**112**	**145**	**159**
- Medical or pharmaceutical expenses	34	35	40	30	39
- Other expenses	90	86	72	116	120

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.

Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	94.5%	92.2%	92.5%	92.4%	93.2%
Visiting family or friends	3.4%	6.0%	5.6%	5.9%	5.5%
Business and work	0.7%	0.9%	0.8%	0.7%	0.5%
Education and training	0.1%	0.0%	0.1%	0.3%	0.2%
Sports training	1.0%	0.4%	0.3%	0.5%	0.6%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.3%	0.0%	0.0%
Others	0.3%	0.4%	0.3%	0.2%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	61.3%	56.9%	57.2%	58.5%	57.6%
Enjoy family time	11.2%	14.3%	11.1%	12.3%	14.2%
Have fun	5.9%	8.6%	9.9%	7.0%	6.0%
Explore the destination	16.0%	14.6%	16.3%	16.9%	16.6%
Practice their hobbies	3.6%	3.9%	3.6%	4.0%	3.6%
Other reasons	1.9%	1.7%	1.9%	1.5%	1.9%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	22.3%	14.9%	11.7%	11.6%
Canary Islands	--	27.4%	29.4%	28.7%	29.8%
Other destination	--	50.3%	55.7%	59.6%	58.6%
- Balearic Islands	--	4.1%	4.3%	4.2%	4.2%
- Rest of Spain	--	7.1%	7.6%	8.1%	7.4%
- Italy	--	6.9%	7.0%	8.0%	7.5%
- France	--	4.2%	5.9%	5.3%	4.8%
- Turkey	--	2.1%	2.4%	4.0%	4.3%
- Greece	--	6.7%	7.8%	8.3%	6.8%
- Portugal	--	2.5%	3.3%	3.6%	3.9%
- Croatia	--	2.7%	2.4%	1.7%	2.2%
- Egypt	--	1.5%	1.3%	2.3%	2.3%
- Tunisia	--	0.2%	0.3%	1.0%	0.8%
- Morocco	--	1.1%	0.6%	0.6%	1.3%
- Others	--	11.1%	12.8%	12.6%	13.1%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	27.7%	33.1%	29.6%	27.7%
Canary Islands (other island)	--	30.3%	28.1%	29.7%	30.2%
Other destination	--	42.0%	38.8%	40.8%	42.1%
- Balearic Islands	--	4.6%	4.5%	3.9%	5.4%
- Rest of Spain	--	6.7%	6.2%	6.6%	6.9%
- Italy	--	3.3%	4.0%	3.8%	3.0%
- France	--	1.5%	0.8%	1.2%	1.1%
- Turkey	--	4.2%	3.1%	4.6%	3.4%
- Greece	--	7.5%	7.2%	8.7%	7.8%
- Portugal	--	5.1%	5.2%	4.2%	5.6%
- Croatia	--	1.8%	1.5%	1.3%	2.1%
- Egypt	--	4.1%	3.0%	3.8%	4.0%
- Others	--	3.3%	3.3%	2.8%	2.7%

** Percentage of valid answers*

Importance of each factor in the destination choice

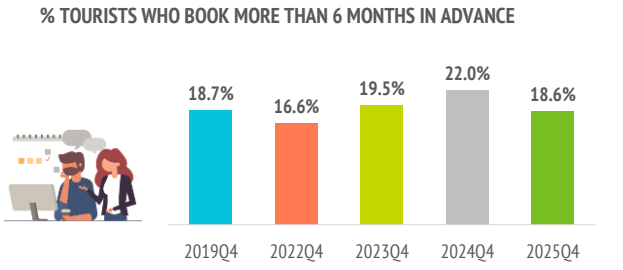
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	83.1%	82.9%	80.3%	79.5%	79.0%
Sea	62.7%	61.6%	62.0%	59.3%	58.9%
Safety	56.1%	51.4%	56.5%	57.4%	56.3%
Beaches	60.0%	58.1%	59.9%	55.6%	55.9%
Tranquility	57.6%	54.3%	57.4%	54.6%	54.0%
Accommodation supply	45.5%	39.9%	46.8%	44.9%	42.4%
Effortless trip	40.2%	40.9%	41.1%	42.0%	40.1%
Price	36.9%	36.7%	37.6%	39.8%	39.8%
European belonging	41.0%	37.6%	41.2%	38.7%	39.7%
Landscapes	25.6%	27.8%	29.2%	29.2%	31.0%
Environment	27.7%	28.7%	30.9%	30.2%	29.9%
Gastronomy	20.0%	20.9%	26.5%	24.3%	23.6%
Authenticity	18.2%	18.9%	22.0%	22.5%	23.2%
Fun possibilities	18.2%	17.2%	18.8%	18.4%	19.3%
Exoticism	10.0%	9.3%	11.8%	8.9%	12.3%
Culture	5.1%	6.2%	8.3%	7.7%	8.3%
Historical heritage	4.1%	4.8%	7.5%	6.7%	8.2%
Hiking trail network	7.5%	6.1%	7.9%	8.5%	7.9%
Shopping	8.4%	7.6%	8.5%	9.3%	7.7%
Nightlife	4.3%	4.2%	5.0%	5.6%	5.1%

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.

How far in advance do they book their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.4%	0.6%	0.6%	0.5%	1.0%
Between 1 and 30 days	24.1%	31.5%	22.9%	20.0%	27.2%
Between 1 and 2 months	23.6%	25.8%	21.6%	25.6%	25.4%
Between 3 and 6 months	33.2%	25.4%	35.4%	31.9%	27.9%
More than 6 months	18.7%	16.6%	19.5%	22.0%	18.6%



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

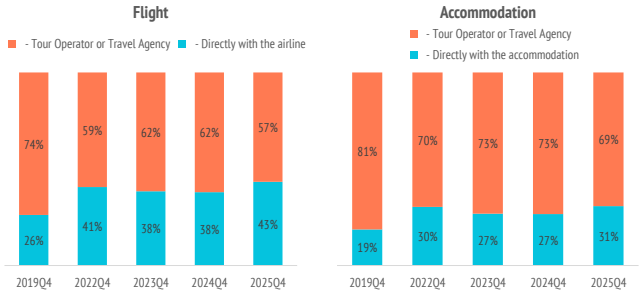
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	57.3%	51.5%	47.7%	47.0%	49.8%
Friends or relatives	18.9%	21.7%	21.2%	23.5%	21.8%
Internet or social media	51.4%	53.1%	51.2%	49.2%	52.2%
Mass Media	2.3%	1.7%	1.2%	1.0%	1.1%
Travel guides and magazines	7.8%	5.4%	4.9%	5.7%	5.9%
Travel Blogs or Forums	4.3%	6.6%	5.3%	4.2%	4.2%
Travel TV Channels	0.9%	0.6%	0.6%	0.5%	0.4%
Tour Operator or Travel Agency	27.2%	24.0%	27.6%	24.5%	21.6%
Public administrations or similar	0.1%	0.2%	0.2%	0.4%	0.3%
Others	1.4%	1.6%	2.8%	2.6%	2.2%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	26.2%	40.7%	38.4%	38.0%	43.4%
- Tour Operator or Travel Agency	73.8%	59.3%	61.6%	62.0%	56.6%
Accommodation					
- Directly with the accommodation	18.7%	30.3%	26.8%	26.6%	30.8%
- Tour Operator or Travel Agency	81.3%	69.7%	73.2%	73.4%	69.2%



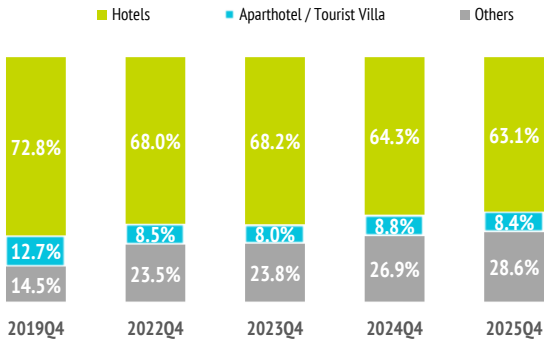
Where are they from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
United Kingdom	23.2%	29.9%	31.0%	31.1%	31.4%
Germany	41.7%	34.0%	33.9%	33.3%	31.2%
Italy	4.1%	5.8%	5.1%	6.0%	7.0%
Spanish Mainland	5.4%	6.3%	5.9%	5.4%	6.4%
France	5.5%	6.8%	5.2%	5.2%	5.0%
Poland	3.7%	2.3%	3.2%	3.6%	3.8%
Netherlands	2.7%	3.0%	3.0%	3.0%	2.5%
Ireland	1.8%	2.0%	2.7%	2.3%	2.3%
Sweden	2.4%	0.9%	0.9%	1.3%	1.5%
Austria	1.1%	1.0%	1.3%	0.9%	1.4%
Others	8.5%	8.1%	7.7%	8.0%	7.5%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	13.8%	11.9%	11.1%	11.6%	13.9%
4* Hotel	54.4%	51.2%	52.7%	49.9%	46.1%
5* Hotel / 5* Luxury Hotel	4.6%	4.9%	4.4%	2.8%	3.1%
Aparthotel / Tourist Villa	12.7%	8.5%	8.0%	8.8%	8.4%
House/room rented in a private dwelling	3.8%	8.2%	13.9%	17.9%	18.7%
Private accommodation (1)	5.3%	9.1%	5.3%	5.8%	7.5%
Others (Cottage, cruise, camping,..)	5.4%	6.2%	4.6%	3.3%	2.3%

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

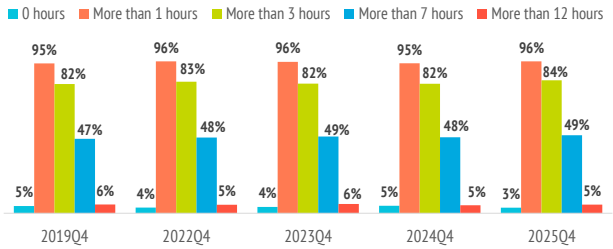


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	12.1%	21.6%	19.6%	25.8%	26.3%
Bed and Breakfast	4.9%	5.8%	5.7%	6.1%	6.8%
Half board	19.9%	14.6%	18.2%	14.4%	15.3%
Full board	5.0%	4.5%	4.1%	2.9%	4.9%
All inclusive	58.0%	53.6%	52.3%	50.9%	46.7%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	4.6%	3.6%	4.0%	4.7%	3.5%
1 - 2 hours	13.1%	12.9%	13.8%	13.0%	12.0%
3 - 6 hours	34.7%	35.4%	33.5%	33.9%	34.8%
7 - 12 hours	41.7%	42.6%	42.8%	43.1%	44.0%
More than 12 hours	6.0%	5.5%	6.0%	5.3%	5.7%
Outdoor time per day	6.5	6.6	6.7	6.6	6.7



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Beach	78.9%	81.0%	81.6%	79.1%	78.8%
Walk, wander	57.3%	62.0%	61.1%	63.6%	62.4%
Swimming pool, hotel facilities	49.2%	52.9%	52.8%	47.8%	52.2%
Explore the island on their own	37.5%	43.4%	38.3%	42.8%	46.4%
Taste Canarian gastronomy	14.9%	19.0%	18.7%	20.9%	22.5%
Hiking	--	14.8%	14.0%	17.1%	14.4%
Organized excursions	12.9%	12.6%	13.0%	12.0%	11.3%
Wineries / markets / popular festivals	6.9%	6.9%	7.5%	7.3%	9.3%
Nightlife / concerts / shows	7.5%	10.5%	7.3%	8.6%	9.3%
Sea excursions / whale watching	5.8%	10.1%	9.3%	8.6%	8.6%
Other Nature Activities	--	7.5%	6.3%	6.6%	8.2%
Surf	--	6.9%	5.7%	6.2%	7.9%
Swim	--	8.0%	8.0%	6.4%	7.8%
Theme parks	5.7%	4.3%	5.9%	4.4%	6.7%
Running	--	4.6%	4.7%	4.9%	6.2%
Practice other sports	--	4.9%	3.9%	4.2%	5.2%
Museums / exhibitions	4.3%	5.2%	5.7%	4.7%	4.9%
Beauty and health treatments	4.6%	4.4%	4.8%	2.7%	4.2%
Astronomical observation	2.6%	4.8%	3.5%	4.0%	4.0%
Windsurf / Kitesurf	--	3.0%	2.3%	1.6%	3.4%
Cycling / Mountain bike	--	4.5%	2.7%	2.8%	2.8%
Scuba Diving	--	2.0%	1.6%	1.6%	2.6%
Golf	--	2.0%	2.8%	1.4%	1.8%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
FUERTEVENTURA: Fourth Quarter

What places do they visit?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Cotillo	38.5%	37.5%	36.8%	31.4%	32.5%
Corralejo Dunes and Isle of Lobos	23.1%	31.1%	28.2%	29.0%	31.3%
Jandía Beach	20.7%	25.4%	22.9%	23.1%	26.6%
Betancuria	17.8%	17.2%	18.3%	17.2%	19.9%
La Casa de los Coroneles	12.2%	12.6%	13.7%	15.1%	15.4%
Cofete	14.0%	14.1%	12.2%	12.5%	13.5%
Sicasumbre Viewpoint	6.8%	5.3%	7.0%	5.1%	6.3%
Betancuria Viewpoint	6.3%	6.1%	4.8%	5.9%	5.5%
Museums	4.3%	5.5%	4.9%	5.0%	4.1%
Aloe Vera Museum	3.6%	4.4%	4.9%	4.0%	3.6%
Montaña Sagrada de Tindaya	2.5%	2.2%	2.1%	2.2%	2.8%

¿Cuántos son fieles al destino?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Fuerteventura: Repeat tourists	66.9%	64.1%	62.2%	63.1%	63.0%
Fuerteventura: At least 10 previous visi	9.7%	10.7%	9.0%	8.2%	9.6%
Canary Islands: Repeat tourists	77.4%	73.7%	72.0%	71.2%	73.7%
Canary Islands: At least 10 previous visits	20.5%	20.1%	17.6%	19.4%	20.3%

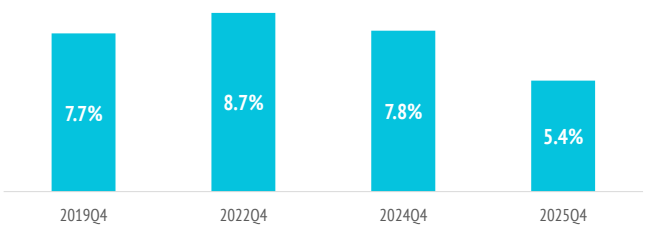
Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	48.5%	49.1%	47.6%	46.6%	49.6%
Women	51.5%	50.9%	52.4%	53.4%	50.4%
Age					
Average age	51.97	47.52	49.38	49.60	48.72
Standard deviation	15.2	15.4	16.5	16.7	16.8
Age range					
16 - 24 years old	3.5%	6.7%	7.6%	7.1%	10.1%
25 - 30 years old	8.0%	11.3%	8.6%	9.7%	9.1%
31 - 45 years old	21.4%	27.7%	26.5%	25.5%	24.6%
46 - 60 years old	35.1%	32.3%	27.7%	27.4%	26.5%
Over 60 years old	32.1%	21.9%	29.6%	30.2%	29.8%
Occupation					
Salaried worker	54.1%	58.9%	56.2%	55.2%	57.5%
Self-employed	11.6%	9.4%	11.1%	10.8%	10.3%
Unemployed	0.7%	0.7%	0.7%	0.6%	1.6%
Business owner	9.3%	8.8%	7.5%	7.7%	6.9%
Student	1.4%	2.4%	2.7%	2.8%	2.9%
Retired	21.7%	18.4%	20.8%	21.4%	19.6%
Unpaid domestic work	0.7%	0.8%	0.4%	0.8%	0.1%
Others	0.5%	0.5%	0.7%	0.8%	1.2%
Annual household income level					
Less than €25,000	14.2%	10.7%	10.7%	12.3%	11.2%
€25,000 - €49,999	36.8%	34.1%	33.5%	32.8%	33.0%
€50,000 - €74,999	21.9%	30.3%	24.9%	27.9%	24.6%
More than €74,999	27.1%	24.9%	30.8%	27.0%	31.2%
Education level					
No studies	2.5%	2.6%	2.8%	3.6%	4.4%
Primary education	3.8%	1.7%	2.0%	2.2%	2.5%
Secondary education	23.8%	21.3%	19.3%	23.0%	18.9%
Higher education	69.9%	74.3%	75.9%	71.2%	74.2%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	92.3%	91.3%	93.8%	92.2%	94.6%
Two islands	6.9%	8.2%	5.7%	7.1%	4.7%
Three or more islands	0.7%	0.4%	0.5%	0.7%	0.7%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.77	8.83	8.79	8.70	8.68

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.4%	2.8%	2.0%	3.0%	3.3%
Lived up to expectations	60.8%	60.0%	58.6%	57.0%	58.6%
Better or much better than expected	37.8%	37.1%	39.3%	40.0%	38.1%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.88	8.85	8.88	8.83	8.85
Recommend visiting the Canary Islands	9.03	9.08	9.04	8.97	8.97

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	8.4%	11.4%	13.6%	14.4%	14.6%
Only with partner	53.6%	49.2%	49.8%	47.4%	42.1%
Only with children (< 13 years old)	5.4%	4.7%	4.3%	4.1%	3.4%
Partner + children (< 13 years old)	5.4%	5.3%	5.1%	4.3%	6.4%
Other relatives	8.2%	8.5%	9.8%	11.7%	11.4%
Friends	4.6%	5.9%	5.4%	5.3%	6.6%
Work colleagues	0.0%	0.2%	0.4%	0.1%	0.5%
Organized trip	0.5%	0.2%	0.1%	0.1%	0.4%
Other combinations (2)	13.9%	14.5%	11.5%	12.7%	14.7%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**16.0%**	**15.5%**	**13.1%**	**13.5%**	**16.1%**
- Between 0 and 2 years old	1.1%	1.6%	1.0%	1.0%	1.3%
- Between 3 and 12 years old	14.0%	12.6%	11.2%	11.8%	13.7%
- Between 0 -2 and 3-12 years old	1.0%	1.3%	0.9%	0.7%	1.1%
Tourists without children	**84.0%**	**84.5%**	**86.9%**	**86.5%**	**83.9%**
Group composition:					
- 1 person	10.6%	14.9%	15.2%	16.7%	18.0%
- 2 people	60.5%	56.2%	59.1%	55.3%	51.2%
- 3 people	11.4%	10.6%	10.4%	11.8%	10.8%
- 4 or 5 people	13.8%	15.5%	13.0%	12.1%	16.2%
- 6 or more people	3.8%	2.8%	2.4%	4.1%	3.8%
Average group size:	**2.54**	**2.44**	**2.37**	**2.43**	**2.49**

**People who share the main expenses of the trip*

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.