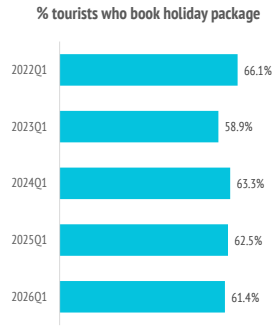
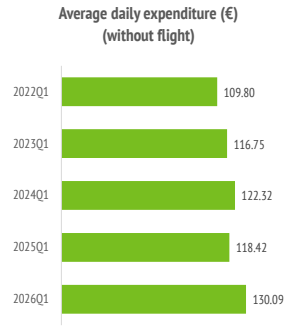
Tourist profile. Historical data (2022 - 2026)
FUERTEVENTURA: First Quarter

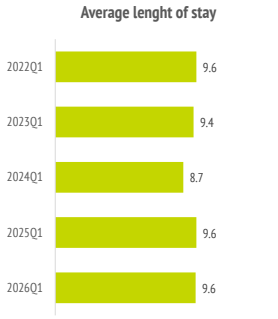
How many are they and how much do they spend?

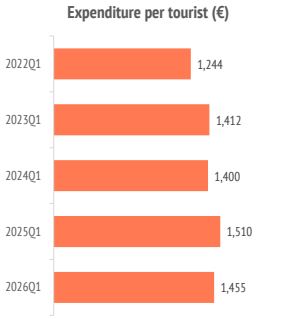
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**398**	**560**	**648**	**697**	**694**
Tourist arrivals ≥ 16 years old (EGT) (*)	**359**	**498**	**579**	**614**	**626**
- % tourists who book holiday package	66.1%	58.9%	63.3%	62.5%	61.4%
Children < 16 years old (FRONTUR - EGT) (*)	39	62	70	83	68
Expenditure per tourist (€) (group spend / group size)	**1,134**	**1,239**	**1,253**	**1,387**	**1,332**
Expenditure per tourist (€) (group spend / +16)	**1,244**	**1,412**	**1,400**	**1,510**	**1,455**
- book holiday package	1,297	1,563	1,550	1,626	1,593
- holiday package	1,156	1,375	1,356	1,440	1,393
- others	141	188	194	186	200
- do not book holiday package	1,140	1,194	1,140	1,317	1,236
- flight	251	341	310	399	290
- accommodation	521	409	458	471	474
- others	368	444	372	447	472
Average lenght of stay	**9.6**	**9.4**	**8.7**	**9.6**	**9.6**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**143.83**	**166.51**	**173.46**	**170.79**	**173.68**
- Median	130.67	154.10	154.63	156.05	158.70
Average daily expenditure (without flight)	**109.80**	**116.75**	**122.32**	**118.42**	**130.09**
- Median	97.31	110.69	112.43	114.15	117.08
Average cost of the flight (€)	**290**	**422**	**408**	**477**	**360**
Total turnover (€m)	**447**	**703**	**810**	**928**	**911**
Turnover without flight (€m)	**342**	**493**	**574**	**635**	**686**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	95.4%	90.0%	92.8%	90.3%	89.9%
- Additional accommodation expenses	6.0%	10.9%	8.0%	7.6%	8.6%
Transport:					
- National/International Transport	99.3%	97.9%	98.7%	97.5%	97.7%
- Flights between islands	6.0%	7.8%	5.8%	7.0%	4.7%
- Taxi	56.8%	57.2%	54.7%	51.1%	50.9%
- Car rental	25.8%	30.3%	27.6%	28.8%	31.8%
- Public transport	4.8%	8.1%	9.1%	7.6%	11.2%
Food and drink:					
- Food purchases at supermarkets	42.0%	55.1%	52.0%	53.3%	51.2%
- Restaurants	43.5%	52.7%	49.9%	52.0%	53.8%
Leisure:					
- Organized excursions	11.7%	18.8%	17.0%	17.5%	17.4%
- Sport activities	7.6%	9.5%	7.7%	6.6%	6.1%
- Cultural activities	0.6%	1.4%	0.9%	1.4%	1.2%
- Museums	1.1%	2.4%	3.3%	3.1%	2.2%
- Theme Parks	1.2%	3.3%	4.0%	3.7%	3.5%
- Discos and pubs	5.6%	7.3%	4.9%	7.3%	6.0%
- Wellness	3.3%	5.2%	3.7%	2.5%	2.8%
Purchases of goods:					
- Souvenirs	29.4%	39.7%	40.5%	43.5%	41.2%
- Other expenses	0.5%	0.4%	0.7%	1.0%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.0%	7.4%	5.9%	6.9%	8.1%
- Other expenses	6.3%	5.5%	4.8%	5.0%	4.1%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**905**	**896**	**951**	**965**	**956**
- Accommodation	717	714	737	772	812
- Additional accommodation expenses	187	182	214	192	145
Transport:	**619**	**770**	**736**	**845**	**766**
- National/International Transport	292	431	414	489	369
- Flights between islands	75	90	70	82	104
- Taxi	92	99	99	110	115
- Car rental	139	130	121	144	138
- Public transport	21	19	32	19	40
Food and drink:	**250**	**254**	**247**	**262**	**298**
- Food purchases at supermarkets	92	110	98	102	117
- Restaurants	158	144	150	160	181
Leisure:	**449**	**543**	**531**	**478**	**580**
- Organized excursions	79	118	92	89	106
- Sport activities	119	115	127	104	132
- Cultural activities	44	42	31	39	47
- Museums	36	27	29	17	28
- Theme Parks	40	53	84	52	61
- Discos and pubs	72	119	82	80	145
- Wellness	59	70	87	97	61
Purchases of goods:	**153**	**121**	**117**	**310**	**146**
- Souvenirs	75	71	67	81	86
- Other expenses	78	51	50	229	60
Other:	**116**	**149**	**101**	**131**	**137**
- Medical or pharmaceutical expenses	78	55	45	42	43
- Other expenses	38	94	55	89	95

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 (2022 - 2026)
FUERTEVENTURA: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	2.9%	5.3%	4.7%	3.6%	5.2%
Visiting family or friends	0.2%	0.3%	0.1%	0.3%	0.3%
Business and work	0.6%	0.1%	0.2%	0.2%	0.6%
Education and training	0.7%	1.1%	0.8%	0.7%	0.5%
Sports training	0.0%	0.1%	0.1%	0.0%	0.0%
Health or medical care	95.2%	92.3%	94.1%	94.7%	93.0%
Fairs and congresses	0.6%	1.1%	0.1%	0.4%	0.6%
Others	0.0%	0.0%	0.1%	0.1%	0.1%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	56.2%	53.2%	53.9%	60.0%	60.9%
Enjoy family time	8.6%	12.6%	11.1%	10.1%	9.3%
Have fun	6.6%	6.9%	8.1%	6.4%	6.9%
Explore the destination	22.0%	20.4%	18.8%	18.0%	17.6%
Practice their hobbies	4.1%	4.6%	6.0%	3.5%	3.1%
Other reasons	2.5%	2.3%	2.2%	2.1%	2.2%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	28.9%	14.1%	9.5%	9.2%	9.0%
Canary Islands	18.2%	23.6%	23.2%	25.9%	28.8%
Other destination	52.9%	62.4%	67.3%	65.0%	62.3%
- Balearic Islands	3.9%	4.2%	4.3%	4.1%	4.6%
- Rest of Spain	6.8%	9.8%	10.5%	10.1%	9.5%
- Italy	8.3%	9.1%	9.4%	8.0%	7.7%
- France	4.9%	6.4%	5.3%	6.2%	5.0%
- Turkey	2.3%	2.8%	2.9%	3.1%	2.7%
- Greece	8.1%	7.8%	9.3%	8.4%	8.2%
- Portugal	4.5%	2.9%	4.2%	5.0%	4.9%
- Croatia	2.8%	3.3%	2.7%	2.8%	2.2%
- Egypt	1.0%	2.2%	1.6%	1.6%	1.8%
- Tunisia	0.2%	0.2%	0.4%	0.5%	0.8%
- Morocco	0.4%	0.7%	0.9%	1.2%	1.4%
- Others	9.7%	13.2%	15.7%	14.2%	13.4%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	29.8%	30.0%	26.4%	30.4%	30.8%
Canary Islands (other island)	32.9%	33.8%	34.0%	33.9%	32.3%
Other destination	37.3%	36.1%	39.6%	35.7%	36.8%
- Balearic Islands	4.4%	4.3%	4.4%	4.4%	5.0%
- Rest of Spain	6.0%	5.5%	6.2%	6.3%	6.8%
- Italy	2.9%	3.1%	3.8%	3.2%	2.9%
- France	1.1%	1.0%	1.8%	1.1%	0.7%
- Turkey	2.8%	2.3%	2.8%	2.6%	2.4%
- Greece	4.3%	5.0%	6.0%	4.6%	5.1%
- Portugal	4.9%	4.9%	5.2%	4.4%	4.6%
- Croatia	1.7%	0.9%	2.3%	1.4%	1.4%
- Egypt	5.4%	5.7%	4.2%	4.9%	4.6%
- Others	3.8%	3.5%	2.9%	2.8%	3.3%

** Percentage of valid answers*

Importance of each factor in the destination choice

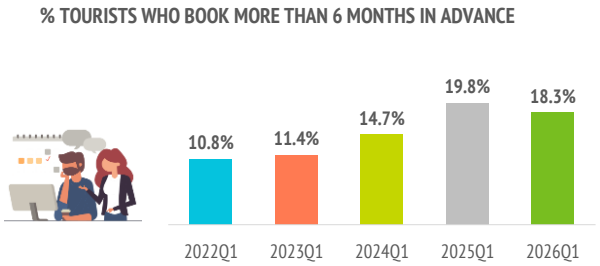
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	82.6%	81.9%	82.1%	85.6%	76.4%
Safety	54.4%	53.3%	57.8%	55.3%	58.2%
Tranquility	52.7%	51.9%	53.0%	55.9%	54.3%
Sea	59.0%	55.0%	59.4%	57.0%	49.6%
Beaches	57.5%	49.7%	54.5%	54.9%	48.6%
Accommodation supply	43.2%	40.6%	43.8%	43.7%	39.6%
Effortless trip	44.0%	38.9%	42.9%	41.5%	39.6%
European belonging	44.5%	32.7%	38.8%	42.6%	38.8%
Price	35.2%	31.8%	35.6%	39.8%	35.8%
Landscapes	31.4%	31.3%	30.8%	32.4%	31.4%
Environment	30.6%	29.6%	30.5%	32.2%	28.8%
Gastronomy	24.7%	22.7%	24.8%	20.4%	23.8%
Authenticity	18.8%	17.5%	22.6%	21.1%	21.2%
Fun possibilities	18.5%	21.1%	20.0%	15.8%	16.1%
Hiking trail network	8.2%	8.0%	9.3%	8.8%	10.9%
Exoticism	9.7%	6.2%	10.2%	10.3%	8.2%
Culture	5.7%	7.1%	7.4%	6.6%	7.5%
Shopping	7.4%	4.6%	7.8%	6.8%	7.5%
Historical heritage	6.7%	5.2%	7.1%	6.6%	7.4%
Nightlife	5.6%	4.1%	5.2%	4.3%	5.6%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	1.4%	0.2%	0.9%	0.7%	0.7%
Between 1 and 30 days	42.8%	28.5%	25.8%	24.3%	22.1%
Between 1 and 2 months	22.3%	29.7%	28.4%	25.0%	26.5%
Between 3 and 6 months	22.8%	30.2%	30.2%	30.2%	32.4%
More than 6 months	10.8%	11.4%	14.7%	19.8%	18.3%



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

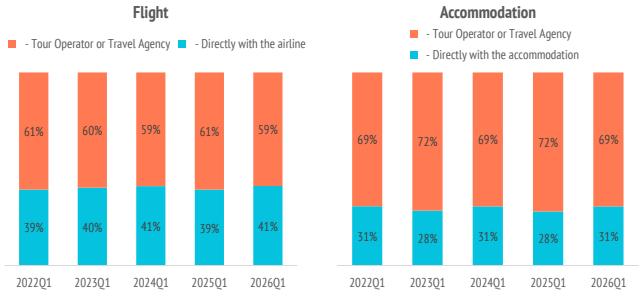
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	47.9%	45.2%	48.7%	50.7%	53.5%
Friends or relatives	23.2%	22.5%	23.9%	21.4%	23.2%
Internet or social media	54.2%	50.5%	54.8%	51.5%	49.0%
Mass Media	2.4%	1.7%	1.7%	1.7%	1.4%
Travel guides and magazines	7.8%	6.0%	5.7%	6.4%	5.2%
Travel Blogs or Forums	5.8%	4.2%	8.0%	4.2%	3.1%
Travel TV Channels	1.8%	0.8%	0.5%	0.9%	1.0%
Tour Operator or Travel Agency	24.5%	18.6%	22.5%	19.9%	23.2%
Public administrations or similar	1.0%	0.5%	0.7%	0.6%	0.5%
Others	1.9%	1.9%	2.7%	2.8%	2.8%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
FUERTEVENTURA: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	39.3%	40.3%	41.1%	39.3%	41.2%
- Tour Operator or Travel Agency	60.7%	59.7%	58.9%	60.7%	58.8%
Accommodation					
- Directly with the accommodation	30.7%	28.4%	30.6%	28.0%	30.6%
- Tour Operator or Travel Agency	69.3%	71.6%	69.4%	72.0%	69.4%



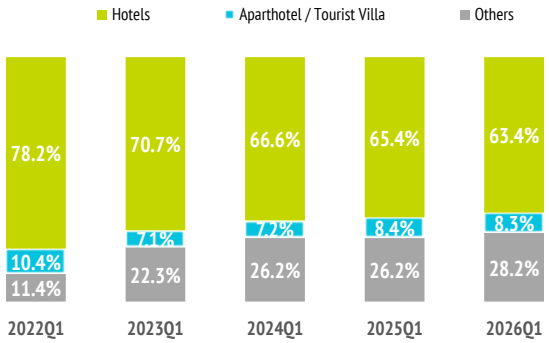
Where are they from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
United Kingdom	25.9%	30.1%	29.7%	30.7%	32.2%
Germany	33.4%	32.3%	33.0%	29.9%	28.6%
Italy	4.6%	4.9%	5.1%	5.9%	6.1%
Spanish Mainland	6.2%	6.2%	5.4%	5.5%	5.9%
Poland	4.7%	2.7%	4.6%	5.6%	5.5%
France	8.4%	6.4%	5.1%	5.6%	5.2%
Netherlands	4.3%	3.0%	3.5%	3.8%	3.2%
Ireland	1.9%	2.1%	2.9%	2.8%	2.5%
Czech Republic	1.5%	1.5%	1.1%	1.1%	1.4%
Sweden	1.6%	1.4%	1.1%	1.1%	1.3%
Others	7.5%	9.4%	8.7%	8.1%	8.1%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	18.5%	12.9%	13.2%	13.2%	11.2%
4* Hotel	54.3%	54.0%	49.2%	50.0%	49.1%
5* Hotel / 5* Luxury Hotel	5.4%	3.8%	4.2%	2.3%	3.1%
Aparthotel / Tourist Villa	10.4%	7.1%	7.2%	8.4%	8.3%
House/room rented in a private dwelling	4.2%	7.2%	17.5%	16.3%	17.8%
Private accommodation (1)	2.9%	7.5%	4.2%	6.1%	7.1%
Others (Cottage, cruise, camping,..)	4.3%	7.5%	4.5%	3.7%	3.3%

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

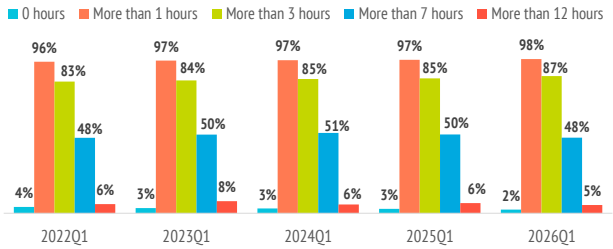


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	17.5%	18.7%	24.2%	25.6%	27.8%
Bed and Breakfast	7.7%	7.6%	6.0%	6.2%	4.4%
Half board	13.6%	20.2%	16.5%	17.5%	15.7%
Full board	4.5%	4.9%	5.2%	4.2%	3.8%
All inclusive	56.7%	48.6%	48.1%	46.5%	48.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	4.0%	3.3%	3.0%	2.8%	2.3%
1 - 2 hours	12.6%	12.5%	11.9%	11.8%	10.8%
3 - 6 hours	35.6%	34.4%	34.1%	35.5%	39.0%
7 - 12 hours	42.0%	42.1%	45.3%	43.5%	42.7%
More than 12 hours	5.8%	7.7%	5.6%	6.4%	5.2%
Outdoor time per day	6.6	6.8	6.8	6.9	6.8



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Beach	79.1%	72.0%	76.7%	79.2%	75.7%
Walk, wander	67.4%	64.2%	67.2%	69.8%	71.9%
Swimming pool, hotel facilities	55.2%	48.4%	48.1%	49.1%	49.1%
Explore the island on their own	43.9%	40.2%	48.4%	47.0%	48.9%
Taste Canarian gastronomy	21.9%	19.8%	19.2%	21.2%	20.2%
Hiking	19.1%	18.2%	18.1%	18.8%	19.3%
Organized excursions	11.1%	10.6%	11.2%	10.2%	13.7%
Nightlife / concerts / shows	7.7%	10.9%	8.8%	10.8%	9.1%
Wineries / markets / popular festivals	4.8%	7.4%	6.5%	7.7%	8.0%
Running	4.5%	5.6%	5.5%	6.0%	6.9%
Other Nature Activities	6.5%	7.8%	9.0%	8.0%	6.6%
Swim	17.9%	5.6%	5.9%	5.9%	6.4%
Theme parks	4.8%	3.7%	6.2%	5.3%	5.8%
Museums / exhibitions	3.4%	4.8%	4.7%	5.3%	5.7%
Sea excursions / whale watching	6.6%	5.9%	7.4%	7.7%	5.6%
Practice other sports	5.1%	5.5%	5.2%	3.7%	4.4%
Surf	6.7%	7.4%	6.1%	5.9%	3.6%
Astronomical observation	3.2%	4.3%	3.3%	4.7%	3.6%
Beauty and health treatments	3.5%	5.3%	3.6%	2.7%	3.4%
Cycling / Mountain bike	4.6%	4.2%	4.2%	3.9%	2.6%
Windsurf / Kitesurf	2.0%	1.7%	2.2%	2.2%	1.8%
Golf	1.3%	2.7%	2.6%	1.8%	1.4%
Scuba Diving	2.2%	1.5%	2.1%	1.9%	1.1%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
FUERTEVENTURA: First Quarter

What places do they visit?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Cotillo	40.3%	34.0%	35.0%	34.3%	36.4%
Corralejo Dunes and Isle of Lobos	30.9%	26.7%	27.7%	31.5%	31.5%
Jandía Beach	24.6%	20.7%	23.0%	26.4%	26.5%
Betancuria	18.8%	20.4%	20.2%	19.3%	23.1%
La Casa de los Coroneles	14.8%	15.3%	15.0%	15.0%	18.5%
Cofete	17.3%	12.8%	13.5%	12.7%	15.1%
Sicasumbre Viewpoint	5.7%	5.0%	5.6%	5.7%	6.9%
Betancuria Viewpoint	6.6%	5.3%	6.1%	6.0%	6.8%
Museums	5.2%	7.0%	5.8%	5.9%	6.1%
Aloe Vera Museum	3.2%	4.5%	4.3%	5.4%	5.2%
Montaña Sagrada de Tindaya	3.9%	2.0%	2.0%	3.2%	2.7%

¿Cuántos son fieles al destino?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Fuerteventura: Repeat tourists	60.4%	60.8%	64.0%	68.4%	67.8%
Fuerteventura: At least 10 previous visi	6.9%	5.6%	7.6%	9.0%	9.0%
Canary Islands: Repeat tourists	69.5%	70.5%	72.7%	76.1%	78.0%
Canary Islands: At least 10 previous visits	18.0%	18.7%	20.3%	19.7%	21.9%

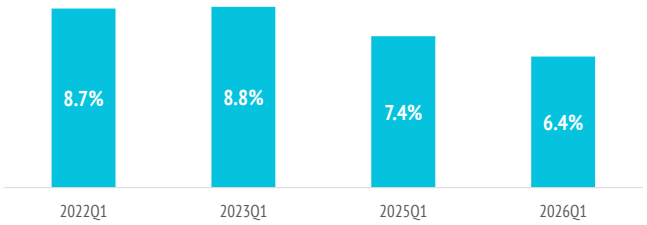
Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	48.1%	44.6%	47.0%	47.9%	49.1%
Women	51.9%	55.4%	53.0%	52.1%	50.9%
Age					
Average age	47.42	48.61	49.57	51.53	51.65
Standard deviation	16.6	15.7	16.5	17.4	17.4
Age range					
16 - 24 years old	10.9%	6.7%	7.6%	7.7%	8.5%
25 - 30 years old	9.7%	9.0%	8.5%	7.8%	7.3%
31 - 45 years old	25.2%	28.1%	26.2%	23.5%	22.5%
46 - 60 years old	28.0%	29.8%	28.3%	24.5%	23.6%
Over 60 years old	26.3%	26.4%	29.5%	36.6%	38.1%
Occupation					
Salaried worker	48.6%	52.8%	50.7%	47.3%	49.1%
Self-employed	13.0%	12.3%	10.7%	11.0%	10.6%
Unemployed	0.7%	0.5%	1.1%	1.6%	1.3%
Business owner	10.2%	8.5%	10.3%	6.4%	7.5%
Student	5.8%	2.7%	2.9%	3.3%	3.1%
Retired	20.2%	22.2%	23.2%	29.0%	27.2%
Unpaid domestic work	1.2%	0.2%	0.4%	0.7%	0.4%
Others	0.4%	0.8%	0.6%	0.7%	0.8%
Annual household income level					
Less than €25,000	14.4%	12.2%	11.3%	12.2%	11.7%
€25,000 - €49,999	33.2%	33.3%	35.6%	35.6%	32.3%
€50,000 - €74,999	24.8%	25.6%	25.3%	27.3%	25.8%
More than €74,999	27.7%	28.9%	27.8%	25.0%	30.2%
Education level					
No studies	2.8%	2.7%	2.8%	4.0%	4.3%
Primary education	1.9%	2.3%	2.5%	1.7%	2.5%
Secondary education	18.8%	20.3%	18.4%	22.5%	21.1%
Higher education	76.5%	74.6%	76.4%	71.9%	72.0%

How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	91.3%	91.2%	92.0%	92.6%	93.6%
Two islands	6.7%	7.5%	7.0%	6.4%	5.9%
Three or more islands	2.0%	1.3%	1.0%	0.9%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.73	8.72	8.69	8.65	8.59

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	3.7%	2.7%	3.0%	3.4%	3.5%
Lived up to expectations	53.7%	55.5%	57.5%	57.4%	60.5%
Better or much better than expected	42.6%	41.8%	39.5%	39.2%	35.9%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.75	8.89	8.79	8.83	8.77
Recommend visiting the Canary Islands	8.97	9.01	8.93	8.99	8.89

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	10.4%	10.6%	9.8%	10.7%	11.2%
Only with partner	49.9%	49.9%	50.0%	53.6%	51.2%
Only with children (< 13 years old)	6.7%	5.0%	4.1%	2.7%	2.8%
Partner + children (< 13 years old)	4.5%	6.9%	5.8%	5.6%	6.2%
Other relatives	8.6%	8.3%	8.2%	9.1%	8.7%
Friends	8.9%	6.8%	8.0%	6.3%	7.0%
Work colleagues	0.3%	0.2%	0.0%	0.2%	0.2%
Organized trip	0.3%	0.2%	0.3%	0.7%	0.2%
Other combinations (2)	10.4%	12.3%	13.8%	11.1%	12.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.5%**	**17.3%**	**14.7%**	**12.5%**	**14.1%**
- Between 0 and 2 years old	1.2%	2.1%	0.7%	1.4%	1.5%
- Between 3 and 12 years old	11.5%	14.5%	12.1%	10.2%	11.5%
- Between 0 -2 and 3-12 years old	0.8%	0.8%	1.8%	1.0%	1.1%
Tourists without children	**86.5%**	**82.7%**	**85.3%**	**87.5%**	**85.9%**
Group composition:					
- 1 person	12.6%	14.5%	12.2%	13.3%	14.2%
- 2 people	60.2%	55.7%	60.3%	61.5%	60.0%
- 3 people	11.3%	11.4%	11.7%	8.4%	9.4%
- 4 or 5 people	13.4%	15.8%	12.7%	13.8%	12.3%
- 6 or more people	2.4%	2.7%	3.1%	3.0%	4.2%
Average group size:	**2.39**	**2.47**	**2.41**	**2.41**	**2.44**

**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.