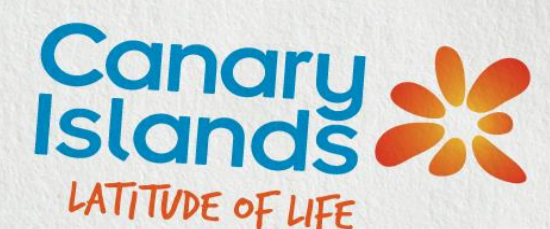


PROFILE OF TOURIST VISITING FUERTEVENTURA 2020

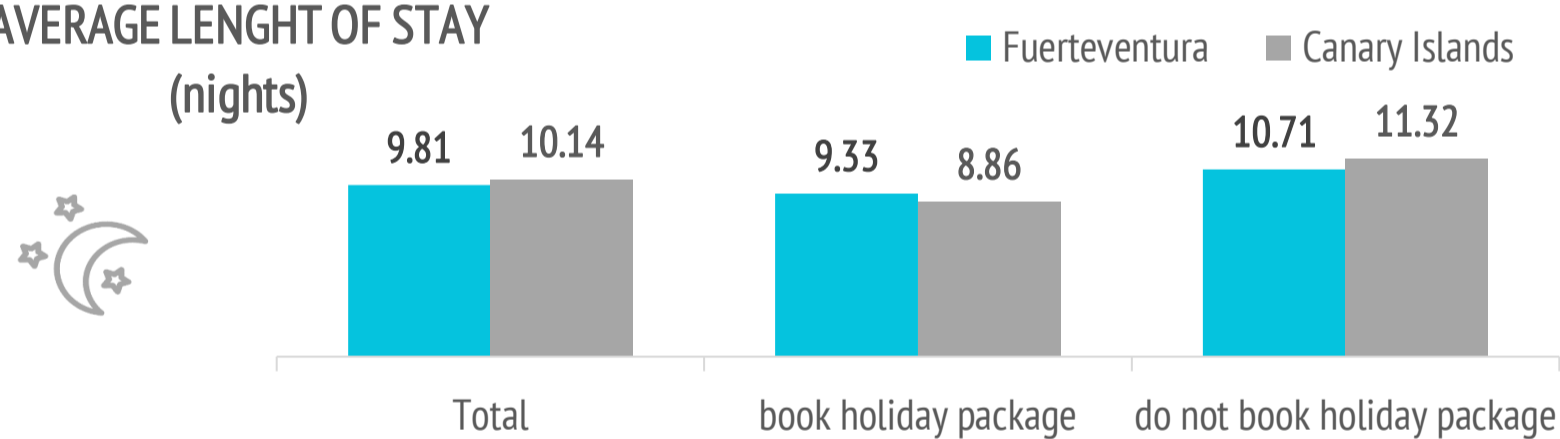


How many are they and how much do they spend?

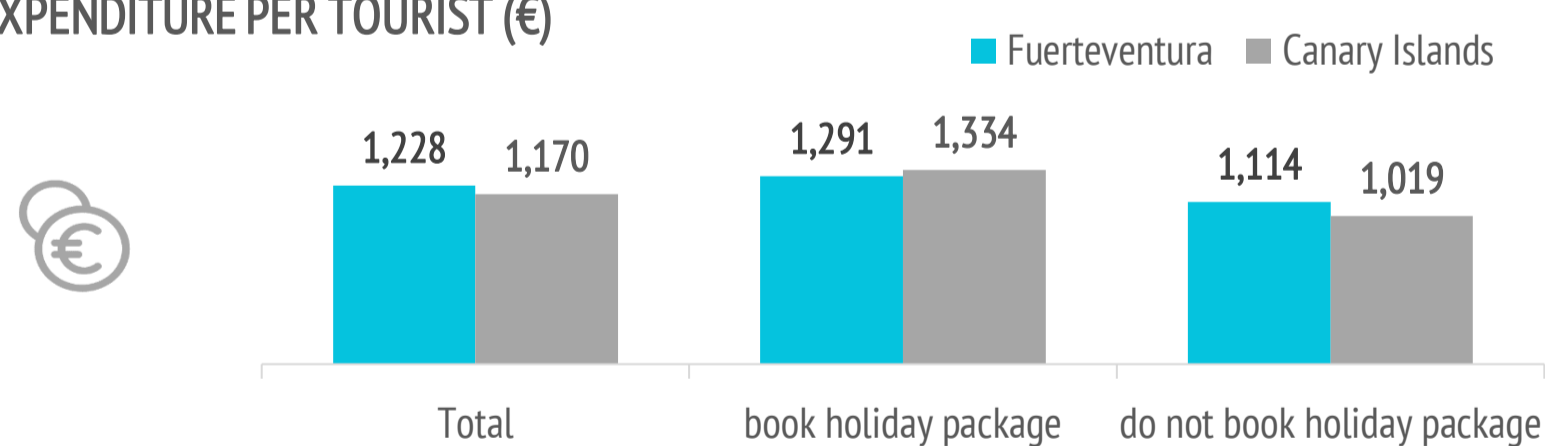


	Fuerteventura	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	600,534	4,631,803
Tourist arrivals > 15 years old (EGT)	531,339	4,110,955
- book holiday package	344,144	1,970,658
- do not book holiday package	187,194	2,140,297
- % tourists who book holiday package	64.8%	47.9%
Share of total tourist	13.0%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,228	1,170
- book holiday package	1,291	1,334
- holiday package	1,117	1,093
- others	174	241
- do not book holiday package	1,114	1,019
- flight	282	260
- accommodation	464	363
- others	368	396
Average length of stay	9.81	10.14
- book holiday package	9.33	8.86
- do not book holiday package	10.71	11.32
Average daily expenditure (€)	138.9	135.3
- book holiday package	147.9	160.6
- do not book holiday package	122.4	112.0
Total turnover (> 15 years old) (€m)	653	4,809
- book holiday package	444	2,629
- do not book holiday package	209	2,180

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Fuerteventura	Canary Islands
Don't have holiday	6.7%	8.8%
Canary Islands	23.3%	29.0%
Other destination	70.0%	62.2%

What other destinations do they consider for this trip?*

	Fuerteventura	Canary Islands
None	25.9%	39.2%
Canary Islands	23.4%	31.1%
Other destination	50.7%	29.7%

*available data for the second half of 2020. Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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

Importance of each factor in the destination choice



	Fuerteventura	Canary Islands
Climate	80.3%	78.0%
Sea	62.2%	46.1%
Beaches	59.6%	38.0%
Safety	55.7%	51.7%
Tranquility	54.7%	48.4%
European belonging	40.8%	37.6%
Accommodation supply	40.4%	39.4%
Effortless trip	36.7%	34.0%
Price	32.7%	32.9%
Landscapes	30.4%	35.5%
Environment	28.6%	33.2%
Gastronomy	21.3%	25.5%
Authenticity	21.0%	21.6%
Fun possibilities	15.9%	18.4%
Exoticism	9.9%	11.1%
Hiking trail network	7.6%	12.9%
Shopping	6.3%	9.1%
Historical heritage	6.3%	9.3%
Culture	6.1%	8.7%
Nightlife	4.0%	7.6%

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.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	Fuerteventura	Canary Islands
Rest	62.1%	54.9%
Enjoy family time	9.6%	13.6%
Have fun	4.2%	6.9%
Explore the destination	17.9%	19.3%
Practice their hobbies	4.0%	2.4%
Other reasons	2.1%	2.8%

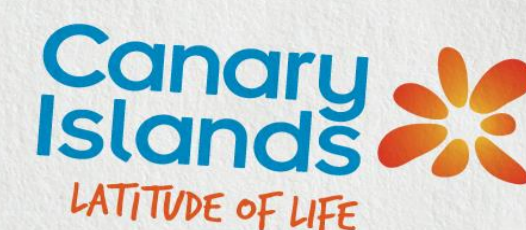


How far in advance do they book their trip?



	Fuerteventura	Canary Islands
The same day	0.9%	1.0%
Between 1 and 30 days	35.3%	32.6%
Between 1 and 2 months	24.1%	24.2%
Between 3 and 6 months	24.0%	25.3%
More than 6 months	15.6%	16.9%

PROFILE OF TOURIST VISITING FUERTEVENTURA 2020



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

	Fuerteventura	Canary Islands
Previous visits to the Canary Islands	53.4%	52.2%
Friends or relatives	19.7%	26.3%
Internet or social media	55.9%	50.7%
Mass Media	2.5%	2.3%
Travel guides and magazines	7.8%	7.4%
Travel Blogs or Forums	6.9%	5.7%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	24.8%	19.8%
Public administrations or similar	0.9%	0.9%
Others	1.4%	2.6%

* Multi-choise question

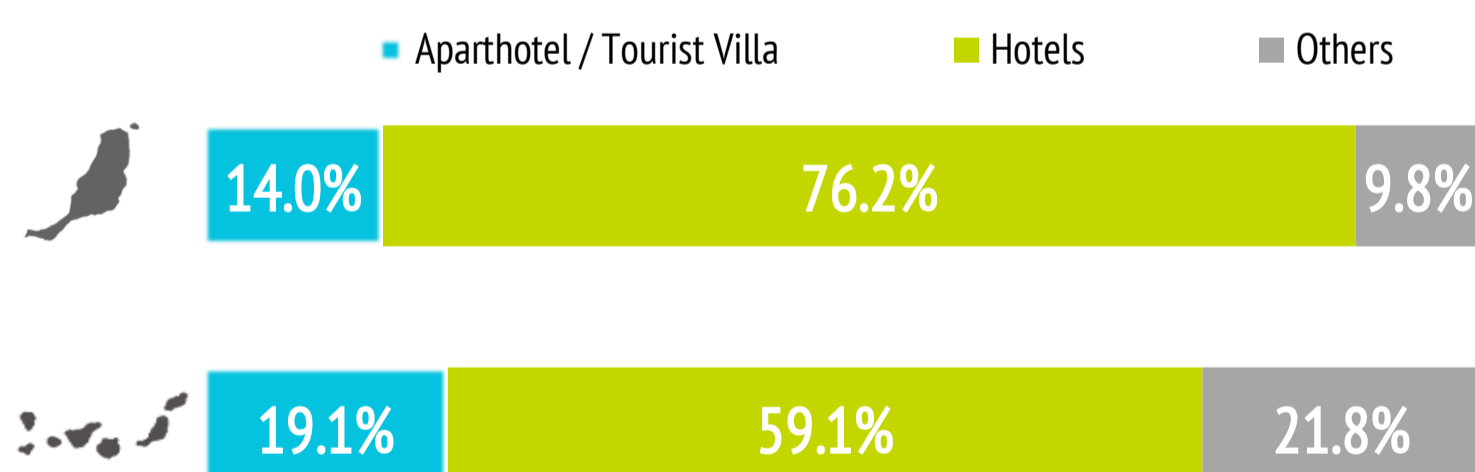
With whom did they book their flight and accommodation?

	Fuerteventura	Canary Islands
Flight		
- Directly with the airline	35.8%	50.4%
- Tour Operator or Travel Agency	64.2%	49.6%
Accommodation		
- Directly with the accommodation	25.9%	37.4%
- Tour Operator or Travel Agency	74.1%	62.6%

Where do they stay?

	Fuerteventura	Canary Islands
1-2-3* Hotel	16.4%	11.7%
4* Hotel	54.9%	37.7%
5* Hotel / 5* Luxury Hotel	4.9%	9.7%
Aparthotel / Tourist Villa	14.0%	19.1%
House/room rented in a private dwelling	3.9%	6.5%
Private accommodation (1)	3.4%	9.5%
Others (Cottage, cruise, camping...)	2.5%	5.8%

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



What do they book?

	Fuerteventura	Canary Islands
Room only	14.4%	29.0%
Bed and Breakfast	6.2%	14.5%
Half board	18.9%	20.3%
Full board	4.7%	3.3%
All inclusive	55.8%	32.8%

”
55.8% of tourists book all inclusive.
(Canary Islands: 32.8%)

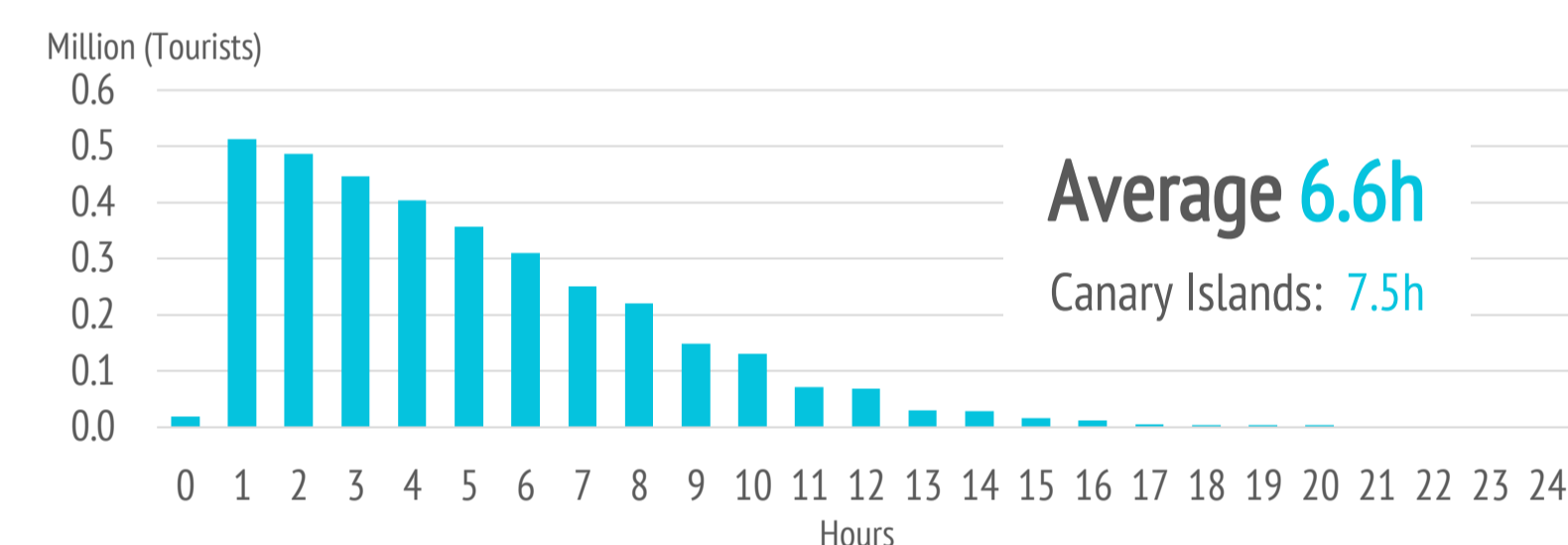
Other expenses

	Fuerteventura	Canary Islands
Restaurants or cafes	45.7%	63.7%
Supermarkets	46.1%	54.6%
Car rental	33.8%	31.7%
Organized excursions	17.8%	18.4%
Taxi, transfer, chauffeur service	48.8%	43.6%
Theme Parks	3.1%	4.5%
Sport activities	8.4%	6.1%
Museums	2.3%	4.4%
Flights between islands	6.3%	5.2%

Activities in the Canary Islands

Outdoor time per day	Fuerteventura	Canary Islands
0 hours	3.5%	2.0%
1 - 2 hours	12.6%	8.9%
3 - 6 hours	36.8%	33.2%
7 - 12 hours	41.6%	47.3%
More than 12 hours	5.5%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fuerteventura	Canary Islands
Beach	82.7%	66.5%
Walk, wander	68.0%	72.6%
Swimming pool, hotel facilities	55.1%	53.3%
Explore the island on their own	47.8%	49.7%
Swim	35.7%	30.4%
Taste Canarian gastronomy	21.7%	27.0%
Hiking	15.9%	19.8%
Organized excursions	11.9%	12.5%
Other Nature Activities	6.7%	7.9%
Sea excursions / whale watching	6.5%	9.3%
Nightlife / concerts / shows	6.5%	11.8%
Practice other sports	6.4%	4.7%
Beauty and health treatments	6.3%	5.2%
Running	6.0%	7.2%
Museums / exhibitions	6.0%	10.2%
Theme parks	5.9%	8.1%
Wineries / markets / popular festivals	5.8%	11.1%
Surg	5.5%	2.8%
Cycling / Mountain bike	4.6%	3.9%
Windsurf / Kitesurf	4.1%	1.3%
Astronomical observation	3.7%	4.1%
Scuba Diving	3.0%	2.8%
Golf	1.6%	2.2%

* Multi-choise question

FUERTEVENTURA CANARY ISLANDS

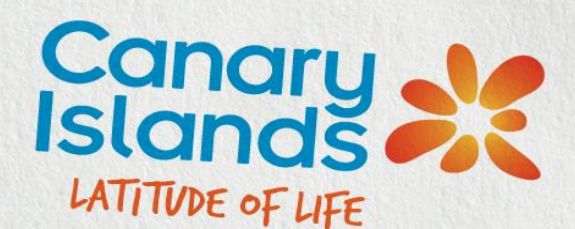
BEACH

82.7%

66.5%



PROFILE OF TOURIST VISITING FUERTEVENTURA 2020



Which places do they visit in Fuerteventura?

	%	Absolute
Jandía Beach	44.8%	239,506
Corralejo Dunes and Isle of Lobos	33.6%	179,604
Cotillo	27.4%	146,571
Betancuria	23.4%	125,433
Cofete	20.8%	111,424
Betancuria Viewpoint	17.0%	91,056
Montaña Sagrada de Tindaya	7.7%	41,299
Sicasumbre Viewpoint	7.3%	39,190
Aloe Vera Museum	5.7%	30,634
Museums	5.7%	30,278
La Casa de los Coroneles	4.0%	21,428



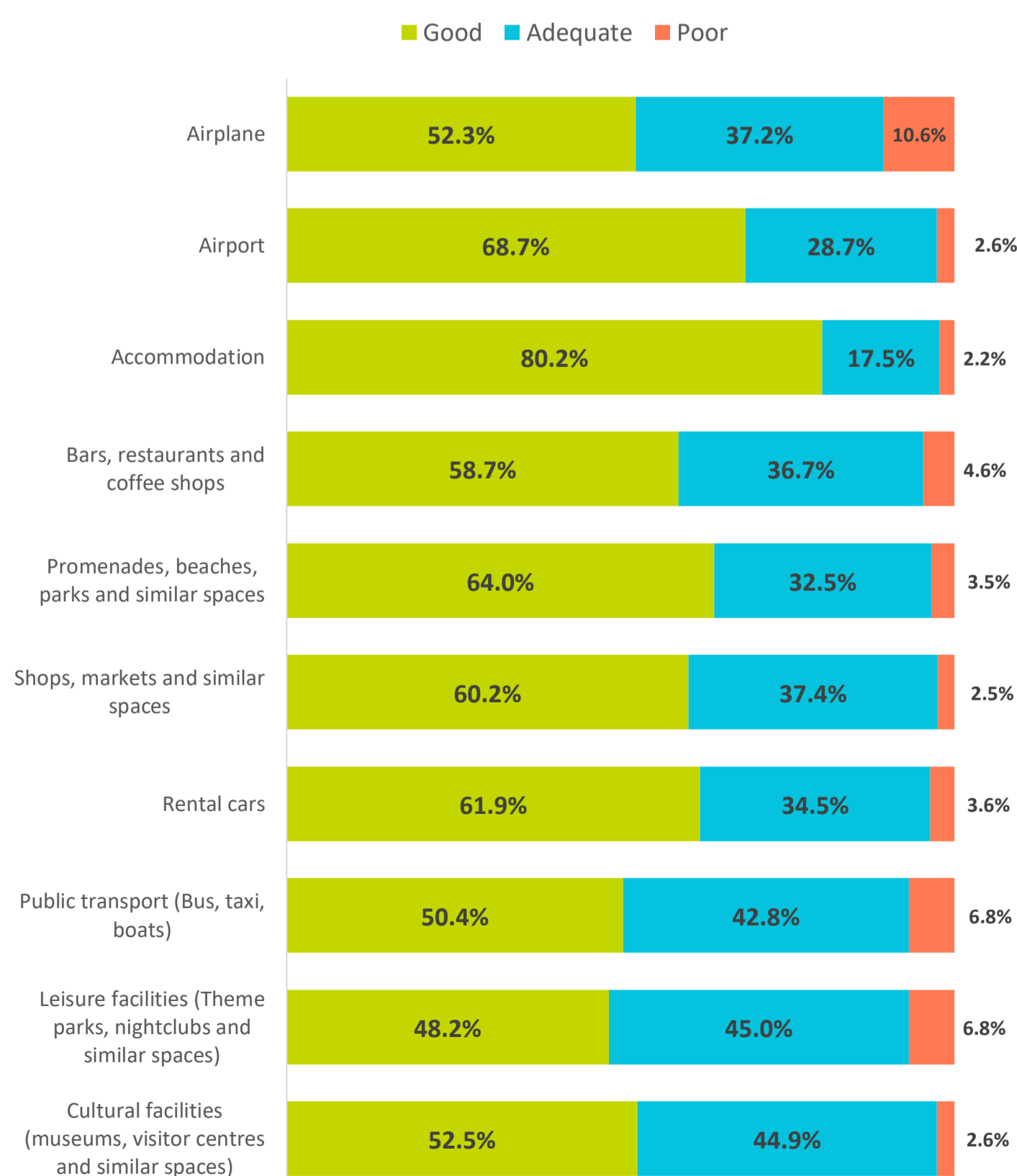
4 in 10 tourists in Fuerteventura visit
Jandía Beaches

Health safety*

Planning the trip: Importance	Fuerteventura	Canary Islands
Average rating (scale 0-10)	8.27	8.19

During the stay: Rate	Fuerteventura	Canary Islands
Average rating (scale 0-10)	8.67	8.53

HEALTH SAFETY MEASURES (RATE)



*available data for the second half of 2020

How many islands do they visit during their trip?



	Fuerteventura	Canary Islands
One island	91.4%	90.8%
Two islands	7.0%	7.2%
Three or more islands	1.6%	2.0%

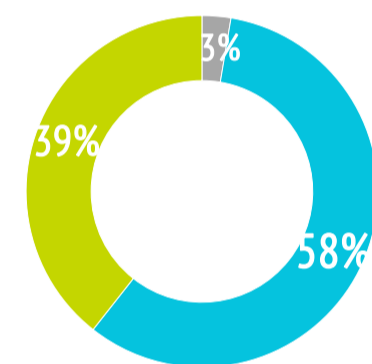
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Fuerteventura	Canary Islands
Average rating	8.68	8.70

Experience in the Canary Islands	Fuerteventura	Canary Islands
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	58.0%	56.1%
Better or much better than expected	39.4%	41.0%

Future intentions (scale 1-10)	Fuerteventura	Canary Islands
Return to the Canary Islands	8.79	8.82
Recommend visiting the Canary Islands	8.98	8.99



Worse Lived up Better



8.79/10

Experience in the
Canary Islands



8.98/10

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?



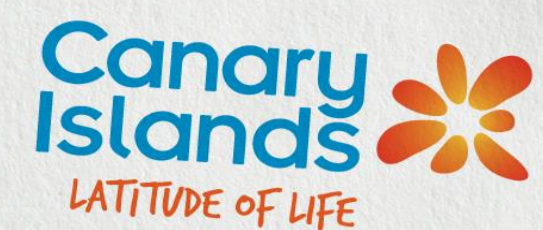
	in Fuerteventura	in the Canary Islands
Fuerteventura: Repeat tourists	66.7%	32.3%
Fuerteventura: At least 10 previous visits	8.2%	1.6%
Canary Islands: Repeat tourists	76.5%	75.2%
Canary Islands: At least 10 previous visits	18.9%	22.2%

TOP 5: % REPEAT TOURISTS BY MARKETS

Germany 74%
Nordics 72%
UK 69%
S. Mainland 60%
Italy 60%



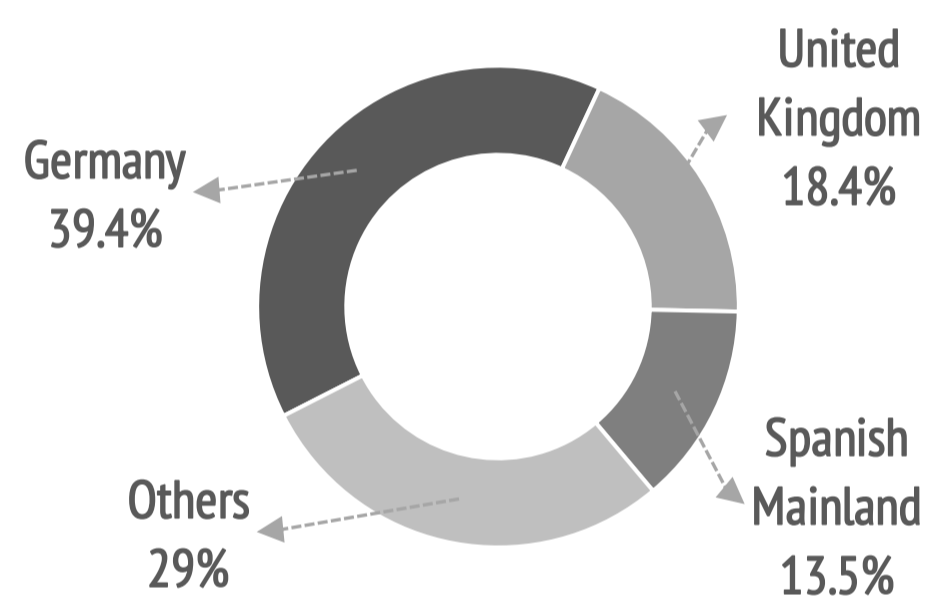
PROFILE OF TOURIST VISITING FUERTEVENTURA 2020



Where are they from?



	%	Absolute
Germany	39.4%	209,474
United Kingdom	18.4%	97,803
Spanish Mainland	13.5%	71,925
France	5.7%	30,102
Poland	4.5%	24,053
Italy	4.0%	21,282
Netherlands	2.6%	13,864
Sweden	1.9%	9,883
Switzerland	1.7%	8,856
Denmark	1.5%	8,060
Belgium	1.4%	7,179
Ireland	1.3%	7,037
Finland	1.0%	5,196
Czech Republic	1.0%	5,088
Austria	0.5%	2,619
Luxembourg	0.5%	2,463
Norway	0.2%	1,209
Others	1.0%	5,245



Who do they come with?



	Fuerteventura	Canary Islands
Unaccompanied	9.9%	12.0%
Only with partner	51.4%	50.3%
Only with children (< 13 years old)	6.2%	4.8%
Partner + children (< 13 years old)	6.2%	5.1%
Other relatives	6.6%	7.6%
Friends	4.8%	6.7%
Work colleagues	0.4%	0.7%
Organized trip	0.1%	0.4%
Other combinations (1)	14.5%	12.4%
<i>(1) Different situations have been isolated</i>		
Tourists with children	16.7%	13.9%
- Between 0 and 2 years old	1.1%	1.4%
- Between 3 and 12 years old	14.4%	11.5%
- Between 0 -2 and 3-12 years	1.2%	1.1%
Tourists without children	83.3%	86.1%
Group composition:		
- 1 person	12.8%	15.4%
- 2 people	57.1%	57.7%
- 3 people	12.1%	10.2%
- 4 or 5 people	15.4%	13.8%
- 6 or more people	2.6%	2.9%
Average group size:	2.45	2.40

Who are they?



	Fuerteventura	Canary Islands
Gender		
Men	48.8%	49.8%
Women	51.2%	50.2%
Age		
Average age (tourist > 15 years old)	47.3	47.8
Standard deviation	15.4	15.8
Age range (> 15 years old)		
16 - 24 years old	7.8%	7.6%
25 - 30 years old	10.0%	10.3%
31 - 45 years old	27.0%	26.6%
46 - 60 years old	33.3%	31.4%
Over 60 years old	22.0%	24.1%
Occupation		
Salaried worker	52.4%	50.9%
Self-employed	12.4%	12.0%
Unemployed	0.8%	1.4%
Business owner	11.8%	10.4%
Student	3.4%	3.8%
Retired	17.7%	19.8%
Unpaid domestic work	0.4%	0.5%
Others	1.2%	1.2%
Annual household income level		
Less than €25,000	13.5%	15.3%
€25,000 - €49,999	35.9%	37.6%
€50,000 - €74,999	26.8%	23.7%
More than €74,999	23.9%	23.4%
Education level		
No studies	2.2%	3.7%
Primary education	2.8%	2.4%
Secondary education	22.5%	21.8%
Higher education	72.5%	72.1%



4 IN 10 TOURISTS ARE
GERMAN
47 YEARS OLD
AVERAGE AGE

51%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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