

Tourist profile by municipality

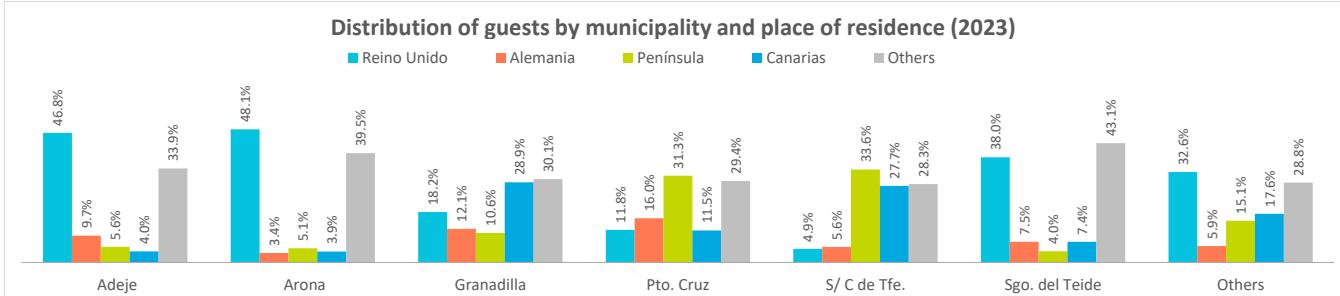
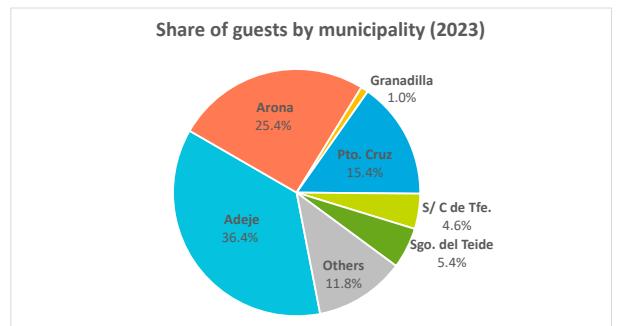
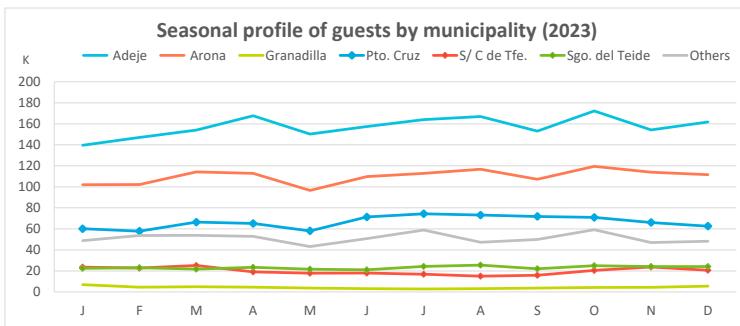
Tenerife (2023)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay							Accommodation type		
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	1,706,820	1,201,012	30,916	455,925	92,679	246,576	413,610	4,147,538	3,207,263	940,275
- United Kingdom	883,653	634,691	9,308	93,860	11,646	105,830	200,356	1,939,344	1,459,760	479,584
- Germany	182,538	45,133	6,211	127,349	13,316	20,785	36,254	431,586	381,795	49,791
Spanish Mainland	106,138	67,064	5,439	249,820	80,309	11,280	92,428	612,478	541,225	71,253
Canary Islands	75,374	51,902	14,811	92,103	66,121	20,738	107,742	428,791	340,070	88,721
Total	1,888,332	1,319,978	51,166	797,848	239,109	278,594	613,780	5,188,807	4,088,558	1,100,249

Place of residence:	Municipality of stay (%)							Accommodation type (%)		
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	90.4%	91.0%	60.4%	57.1%	38.8%	88.5%	67.4%	79.9%	78.4%	85.5%
- United Kingdom	46.8%	48.1%	18.2%	11.8%	4.9%	38.0%	32.6%	37.4%	35.7%	43.6%
- Germany	9.7%	3.4%	12.1%	16.0%	5.6%	7.5%	5.9%	8.3%	9.3%	4.5%
Spanish Mainland	5.6%	5.1%	10.6%	31.3%	33.6%	4.0%	15.1%	11.8%	13.2%	6.5%
Canary Islands	4.0%	3.9%	28.9%	11.5%	27.7%	7.4%	17.6%	8.3%	8.3%	8.1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay							Accommodation type		
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
Bednights										
International	12,773,275	9,162,445	141,800	3,482,219	274,112	1,772,655	2,647,221	30,253,727	22,687,257	7,566,470
- United Kingdom	6,456,134	4,628,153	55,484	666,541	40,267	745,732	1,290,790	13,883,101	10,248,563	3,634,538
- Germany	1,496,214	358,380	34,465	1,210,830	43,445	181,229	273,491	3,598,054	3,090,371	507,683
Spanish Mainland	560,736	358,662	15,071	1,385,394	181,396	53,993	383,251	2,938,503	2,576,879	361,624
Canary Islands	256,506	218,201	25,164	255,714	120,954	60,090	381,064	1,317,693	974,166	343,527
Total	13,590,517	9,739,308	182,035	5,123,327	576,462	1,886,738	3,411,536	34,509,923	26,238,302	8,271,621
Lenght of stay										
International	7.5	7.6	4.6	7.6	3.0	7.2	--	7.3	7.1	8.0
- United Kingdom	7.3	7.3	6.0	7.1	3.5	7.0	--	7.2	7.0	7.6
- Germany	8.2	7.9	5.5	9.5	3.3	8.7	--	8.3	8.1	10.2
Spanish Mainland	5.3	5.3	2.8	5.5	2.3	4.8	--	4.8	4.8	5.1
Canary Islands	3.4	4.2	1.7	2.8	1.8	2.9	--	3.1	2.9	3.9
Total	7.2	7.4	3.6	6.4	2.4	6.8	--	6.7	--	--
ADR (€)	139.0	101.3	80.2	65.9	86.7	129.0	--	113.9	123.5	78.9
RevPar (€)	119.4	83.8	54.7	52.0	62.1	108.9	--	93.2	102.9	60.8
Total revenue (€ million)	857.7	437.6	8.9	177.6	33.5	107.0	--	1,798	1,529	268.7
Bed-space occupancy rate (%)	81.1	71.2	55.5	73.1	56.9	81.3	--	75.3	80.5	62.6
Occupancy rate per room/apartment (%)	85.9	82.7	68.2	78.9	71.6	84.4	--	81.8	83.3	77.0
Tourist population ⁽¹⁾	37,234	26,683	499	14,037	1,579	5,169	9,347	94,548	--	--
Employment	10,730	4,951	149	3,269	583	1,286	3,236	24,204	20,739	3,465

⁽¹⁾ Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC). Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

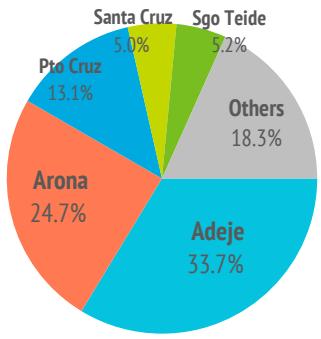
Tourist profile by municipality Tenerife (2023)



How many are they and how much do they spend?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Tourist arrivals (≥ 16 years old)	1,886,944	1,381,037	734,835	282,556	291,309	5,601,943
Average daily expenditure (€)	194.75	165.51	150.64	141.48	160.30	168.91
Average length of stay	9.05	9.25	9.18	7.98	9.76	9.32
Turnover per tourist (€)	1,565	1,343	1,191	909	1,361	1,356
Total turnover (≥ 16 years old) (€m)	2,953	1,855	875	256.8	397	7,594
Share of total turnover	38.9%	24.4%	11.5%	3.4%	5%	100%
Share of total tourists	33.7%	24.7%	13.1%	5.0%	5%	100%

Share of tourists by municipality (2023)



What is the main motivation for their holidays?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Rest	56.7%	55.0%	34.5%	24.7%	57.4%	48.1%
Explore the destination	16.1%	14.0%	44.1%	34.5%	22.5%	22.8%
Other reasons	27.2%	31.0%	21.4%	40.7%	20.1%	29.1%

How far in advance do they book their trip?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Between 0 and 30 days	20.7%	21.4%	29.0%	35.8%	23.1%	24.0%
Between 1 and 2 months	22.0%	24.6%	25.6%	32.3%	26.2%	24.3%
More than 3 months	57.3%	54.1%	45.3%	32.0%	50.7%	51.7%

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

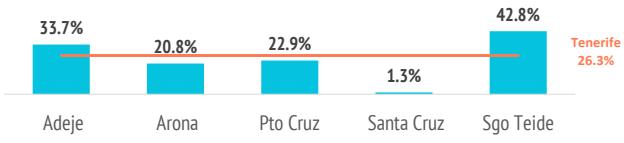
	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Previous visits to the Canary Islands	52.5%	57.4%	38.3%	31.7%	48.4%	48.7%
Friends or relatives	30.7%	32.0%	29.7%	45.5%	28.6%	33.6%
Internet or social media	52.5%	49.4%	63.0%	49.7%	58.6%	53.8%
Tour Operator or Travel Agency	24.4%	17.9%	22.4%	5.2%	23.2%	18.7%
Others	20.4%	16.4%	26.5%	25.7%	22.3%	21.4%

(*) Multi-choice question

What do they book?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Room only/ Bed & Breakfast	36.9%	52.1%	37.5%	86.9%	28.5%	46.7%
Half board / Full board	29.3%	27.1%	39.7%	11.9%	28.8%	27.1%
All inclusive	33.7%	20.8%	22.9%	1.3%	42.8%	26.3%

ALL INCLUSIVE



(Canary Islands: 33.2%)

Importance of each factor in the destination choice

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Climate	77.8%	78.1%	66.3%	63.2%	78.5%	74.5%
Safety	57.8%	58.9%	47.3%	43.9%	55.2%	54.2%
Tranquility	46.5%	42.3%	41.6%	43.1%	49.7%	44.8%
Accommodation supply	49.9%	43.7%	33.1%	21.3%	46.2%	41.8%
Sea	39.5%	41.6%	38.9%	41.5%	36.5%	40.5%
Landscapes	31.2%	31.6%	53.6%	52.2%	41.0%	38.7%
Price	38.0%	43.2%	35.4%	30.3%	39.7%	38.1%
Environment	35.0%	34.8%	41.3%	41.8%	37.0%	37.0%
Effortless trip	39.9%	38.8%	30.7%	28.5%	36.1%	36.6%
European belonging	35.6%	33.9%	34.2%	36.9%	36.3%	34.5%
Beaches	32.6%	35.3%	25.5%	32.6%	21.3%	31.5%
Gastronomy	28.2%	26.5%	26.1%	34.9%	23.6%	27.6%
Fun possibilities	27.1%	29.2%	22.8%	30.0%	21.7%	26.3%
Authenticity	20.2%	20.7%	26.2%	32.6%	20.4%	23.3%
Exoticism	10.9%	12.4%	15.0%	18.5%	13.2%	13.0%
Shopping	10.3%	14.1%	8.9%	8.3%	7.9%	10.1%
Culture	7.5%	7.6%	12.8%	16.7%	9.4%	9.5%
Nightlife	8.3%	13.6%	6.2%	13.2%	6.1%	9.2%
Historical heritage	6.4%	7.0%	14.3%	14.3%	7.9%	9.1%
Hiking trail network	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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.

Where do they stay?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<u>Type of accommodation</u>						
All markets	100%	100%	100%	100%	100%	100%
- Hotel	53.6%	71.9%	44.8%	65.8%	58.0%	81.3%
- Apartment	26.1%	11.6%	8.5%	11.0%	15.7%	17.6%
- Private accommodation	13.1%	10.6%	41.0%	15.3%	18.0%	0.8%
- Others	7.2%	5.9%	5.7%	7.9%	8.3%	0.3%
German market	100%	100%	100%	100%	100%	100%
- Hotel	53.5%	73.7%	56.6%	61.3%	59.1%	72.6%
- Apartment	18.3%	7.7%	0.0%	12.3%	8.8%	26.5%
- Private accommodation	19.4%	14.7%	33.4%	15.5%	23.2%	0.5%
- Others	8.8%	3.9%	10.1%	10.9%	8.9%	0.4%
Spanish Mainland market	100%	100%	100%	100%	100%	100%
- Hotel	47.3%	75.3%	46.5%	58.8%	53.9%	85.5%
- Apartment	30.4%	17.0%	7.3%	19.0%	16.4%	13.5%
- Private accommodation	19.2%	5.8%	43.0%	17.0%	26.2%	0.6%
- Others	3.1%	1.8%	3.2%	5.2%	3.5%	0.4%
British market	100%	100%	100%	100%	100%	100%
- Hotel	61.9%	76.3%	52.5%	75.4%	67.4%	90.3%
- Apartment	25.0%	7.4%	14.0%	10.3%	15.8%	5.6%
- Private accommodation	8.8%	12.3%	33.5%	8.2%	9.9%	4.0%
- Others	4.2%	4.1%	0.0%	6.1%	6.8%	0.0%
Other markets	100%	100%	100%	100%	100%	100%
- Hotel	45.7%	63.5%	38.0%	57.2%	49.4%	79.7%
- Apartment	27.6%	11.3%	10.8%	10.6%	17.4%	19.2%
- Private accommodation	16.1%	11.5%	42.2%	22.9%	21.8%	1.0%
- Others	10.6%	13.6%	9.1%	9.4%	11.3%	0.0%

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<u>Length of stay (all markets)</u>						
Type of accommodation	8.2	8.0	7.8	5.9	8.3	8.0
- Hotel	10.0	9.7	10.4	9.3	9.6	9.9
- Apartment	13.2	13.0	15.9	9.6	16.1	12.7
- Private accommodation	10.0	9.7	11.8	10.4	9.7	10.3

Tourist profile by municipality Tenerife (2023)



Activities in the Canary Islands

Outdoor time per day	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
0 - 8 hours	72.0%	59.8%	52.8%	36.9%	73.3%	62.3%
More than 8 hours	28.0%	40.2%	47.2%	63.1%	26.7%	37.7%
Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Walk, wander	76.8%	80.8%	82.1%	78.3%	77.9%	78.2%
Beach	63.6%	68.3%	69.2%	68.3%	59.5%	66.5%
Swimming pool, hotel facilities	72.7%	66.4%	59.7%	29.5%	69.3%	62.0%
Explore the island on their own	41.7%	44.3%	69.3%	66.0%	51.0%	50.9%
Taste Canarian gastronomy	23.6%	25.8%	41.4%	47.0%	23.8%	29.9%
Nature activities	17.6%	18.1%	36.4%	36.7%	24.7%	24.8%
Theme parks	23.3%	24.1%	32.8%	17.0%	17.3%	23.3%
Organized excursions	22.7%	21.6%	24.5%	12.4%	22.6%	20.3%
Nightlife / concerts / shows	17.8%	24.0%	13.8%	25.2%	10.8%	17.9%
Sport activities	12.4%	13.9%	9.9%	11.1%	10.6%	13.2%
Activities at sea	13.0%	13.7%	9.2%	12.3%	11.5%	12.4%
Wineries/markets/popular festivals	7.3%	7.6%	13.7%	22.9%	4.7%	9.8%
Museums / exhibitions	4.2%	4.1%	14.4%	16.4%	6.0%	7.4%
Beauty and health treatments	8.8%	7.8%	5.8%	4.5%	5.1%	7.0%
Astronomical observation	4.6%	4.7%	6.4%	6.8%	5.7%	5.1%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

(* Multi-choice question)

Who do they come with?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Unaccompanied	12.3%	4.6%	4.2%	3.5%	4.6%	4.6%
Only with partner	49.8%	56.4%	55.1%	54.4%	54.7%	54.7%
With children	10.7%	19.1%	16.6%	20.9%	18.4%	18.4%
Other relatives	10.2%	12.4%	16.4%	15.0%	14.5%	14.5%
Other combination	17.0%	7.5%	7.7%	6.3%	7.9%	7.9%
With children (under the age of 13)	6.4%	19.4%	17.1%	24.0%	19.2%	19.2%

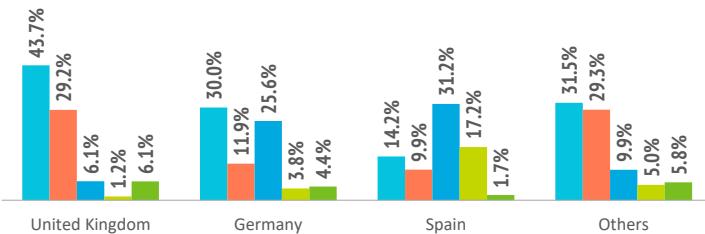
* Share over total answers

Where are they from?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<u>Tourists (> 15 years old)</u>						
United Kingdom	936,656	626,934	131,500	26,087	130,846	#####
Germany	194,957	76,911	166,317	24,834	28,841	649,008
Spain	106,519	74,329	234,372	129,674	12,471	752,050
Others	648,812	602,863	202,645	101,961	119,150	#####
<u>% Tourists</u>						
United Kingdom	43.7%	29.2%	6.1%	1.2%	6.1%	100%
Germany	30.0%	11.9%	25.6%	3.8%	4.4%	100%
Spain	14.2%	9.9%	31.2%	17.2%	1.7%	100%
Others	31.5%	29.3%	9.9%	5.0%	5.8%	100%

Tourist arrivals by municipality (2023)

■ Adeje ■ Arona ■ Pto Cruz ■ Santa Cruz ■ Sgo Teide



Who are they?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<u>Gender</u>						
Menos de 50.000€	46.0%	45.9%	48.0%	60.2%	44.0%	47.8%
Women	54.0%	54.1%	52.0%	39.8%	56.0%	52.2%
<u>Age range (> 15 years old)</u>						
16 - 44 years old	50.0%	49.4%	56.7%	68.9%	48.4%	53.4%
Over 44 years old	50.0%	50.6%	43.3%	31.1%	51.6%	46.6%
<u>Occupation</u>						
Active	74.9%	73.0%	76.1%	80.7%	70.9%	75.1%
Inactive	25.1%	27.0%	23.9%	19.3%	29.1%	24.9%
<u>Annual household income level</u>						
Less than €50,000	45.3%	51.0%	59.6%	56.5%	46.4%	49.9%
More than €50,000	54.7%	49.0%	40.4%	43.5%	53.6%	50.1%
<u>Education level</u>						
No studies/Primary education	7.5%	7.6%	4.8%	2.5%	6.6%	6.3%
Secondary education	19.8%	21.9%	21.5%	10.5%	16.5%	18.9%
Higher education	72.7%	70.5%	73.6%	87.0%	76.9%	74.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Average rating	8.82	8.86	8.70	8.79	8.76	8.81
<u>Experience in the Canary Islands</u>						
Worse or much worse than expected	2.1%	2.6%	4.2%	2.1%	3.7%	2.7%
Lived up to expectations	52.8%	55.0%	47.0%	47.2%	53.1%	51.5%
Better or much better than expected	45.0%	42.4%	48.8%	50.7%	43.2%	45.8%
<u>Future intentions (scale 1-10)</u>						
Return to the Canary Islands	8.83	8.90	8.63	8.83	8.74	8.82
Recommend visiting	9.02	9.10	8.97	9.10	8.95	9.05



8,82/10



9,05/10

Return to the
Canary Islands

Recommend visiting the
Canary Islands

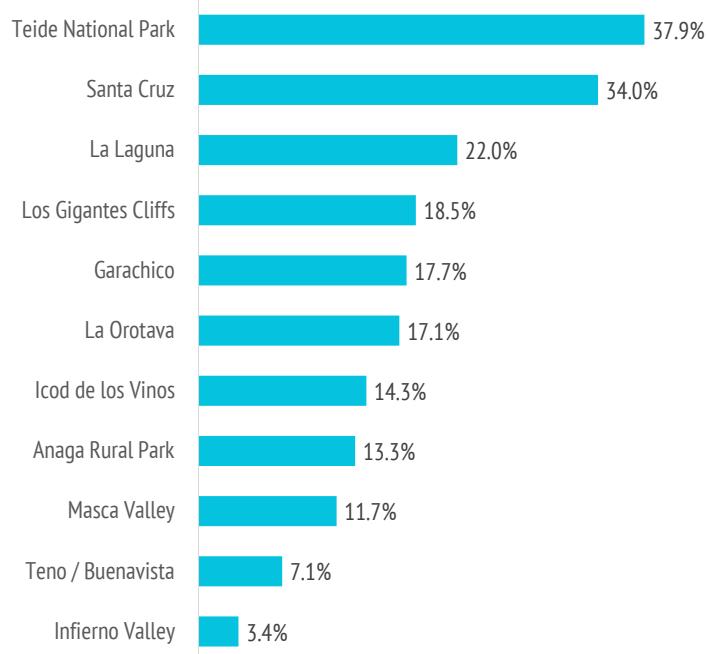
How many are loyal to the Canary Islands?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<u>Repeat tourists</u>						
- Germany	70.3%	70.0%	70.4%	61.0%	69.4%	68.0%
- Spain	70.7%	74.0%	62.1%	68.6%	52.8%	67.0%
- United Kingdom	81.9%	83.8%	69.3%	77.2%	77.8%	80.5%
- Others	63.3%	68.3%	52.9%	44.9%	56.2%	60.6%
<u>Repeat tourists (3 or more visits)</u>						
- Germany	52.9%	57.3%	53.0%	51.7%	50.7%	51.4%
- Spain	50.8%	52.0%	39.2%	52.1%	38.9%	48.2%
- United Kingdom	64.4%	66.9%	48.8%	57.0%	58.0%	62.8%
- Others	44.3%	52.2%	31.6%	31.2%	38.8%	43.0%

How many islands do they visit during their trip?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
One island	93.7%	92.8%	91.3%	87.3%	91.7%	92.2%
Two or more islands	6.3%	7.2%	8.7%	12.7%	8.3%	7.8%

WHICH PLACES DO THE VISIT IN TENERIFE?*



**Multi-choice question

”

**3 in 10 tourists in Tenerife visit
Teide National Park**