

# Tourist profile by municipality

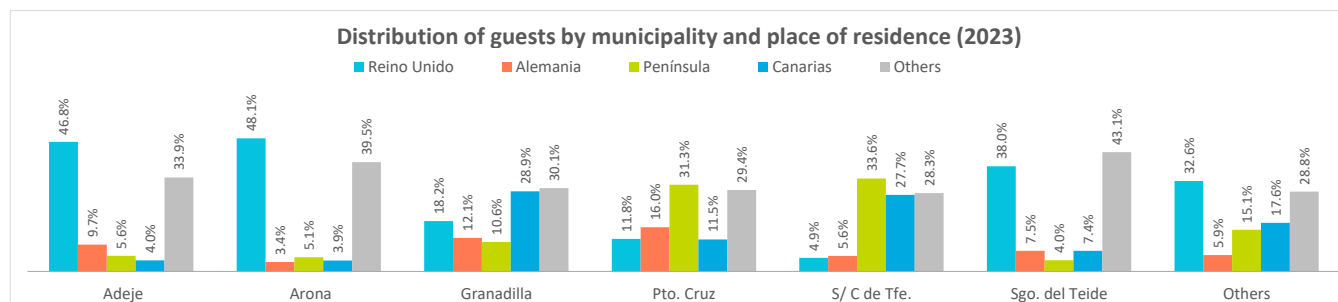
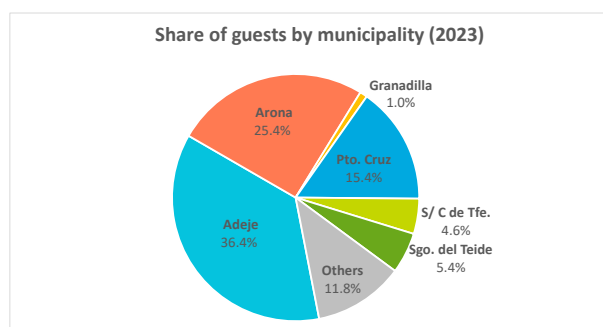
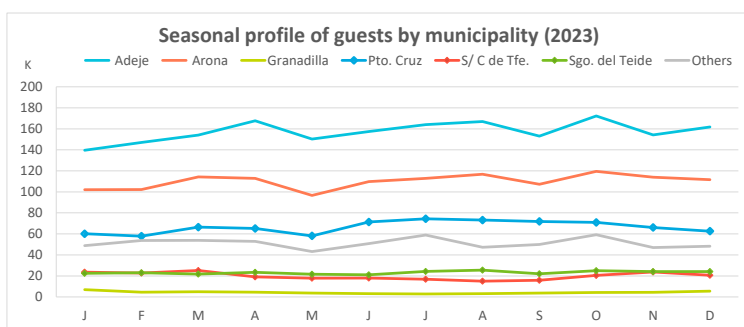
## Tenerife (2023)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay							Tenerife	Accommodation type	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
International	1,706,820	1,201,012	30,916	455,925	92,679	246,576	413,610	<b>4,147,538</b>	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	<b>612,478</b>	541,225	71,253
Canary Islands	75,374	51,902	14,811	92,103	66,121	20,738	107,742	<b>428,791</b>	340,070	88,721
<b>Total</b>	<b>1,888,332</b>	<b>1,319,978</b>	<b>51,166</b>	<b>797,848</b>	<b>239,109</b>	<b>278,594</b>	<b>613,780</b>	<b>5,188,807</b>	<b>4,088,558</b>	<b>1,100,249</b>

Place of residence:	Municipality of stay (%)							Tenerife	Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
International	90.4%	91.0%	60.4%	57.1%	38.8%	88.5%	67.4%	<b>79.9%</b>	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%	<b>11.8%</b>	13.2%	6.5%
Canary Islands	4.0%	3.9%	28.9%	11.5%	27.7%	7.4%	17.6%	<b>8.3%</b>	8.3%	8.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality of stay							Tenerife	Accommodation type	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
<b>Bednights</b>										
International	12,773,275	9,162,445	141,800	3,482,219	274,112	1,772,655	2,647,221	<b>30,253,727</b>	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	<b>2,938,503</b>	2,576,879	361,624
Canary Islands	256,506	218,201	25,164	255,714	120,954	60,090	381,064	<b>1,317,693</b>	974,166	343,527
<b>Total</b>	<b>13,590,517</b>	<b>9,739,308</b>	<b>182,035</b>	<b>5,123,327</b>	<b>576,462</b>	<b>1,886,738</b>	<b>3,411,536</b>	<b>34,509,923</b>	<b>26,238,302</b>	<b>8,271,621</b>
<b>Length of stay</b>										
International	7.5	7.6	4.6	7.6	3.0	7.2	--	<b>7.3</b>	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	--	<b>4.8</b>	4.8	5.1
Canary Islands	3.4	4.2	1.7	2.8	1.8	2.9	--	<b>3.1</b>	2.9	3.9
<b>Total</b>	<b>7.2</b>	<b>7.4</b>	<b>3.6</b>	<b>6.4</b>	<b>2.4</b>	<b>6.8</b>	--	<b>6.7</b>	--	--
ADR (€)	139.0	101.3	80.2	65.9	86.7	129.0	--	<b>113.9</b>	123.5	78.9
RevPar (€)	119.4	83.8	54.7	52.0	62.1	108.9	--	<b>93.2</b>	102.9	60.8
Total revenue (€ million)	857.7	437.6	8.9	177.6	33.5	107.0	--	<b>1,798</b>	1,529	268.7
Bed-space occupancy rate (%)	81.1	71.2	55.5	73.1	56.9	81.3	--	<b>75.3</b>	80.5	62.6
Occupancy rate per room/apartment (%)	85.9	82.7	68.2	78.9	71.6	84.4	--	<b>81.8</b>	83.3	77.0
Tourist population <sup>(1)</sup>	37,234	26,683	499	14,037	1,579	5,169	9,347	<b>94,548</b>	--	--
Employment	10,730	4,951	149	3,269	583	1,286	3,236	<b>24,204</b>	20,739	3,465

<sup>(1)</sup> 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)

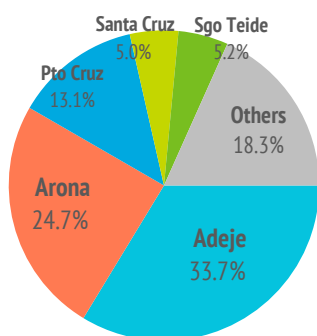


### How many are they and how much do they spend?



	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	<b>5,601,943</b>
Average daily expenditure (€)	194.75	165.51	150.64	141.48	160.30	<b>168.91</b>
Average lenght of stay	9.05	9.25	9.18	7.98	9.76	<b>9.32</b>
Turnover per tourist (€)	1,565	1,343	1,191	909	1,361	<b>1,356</b>
Total turnover (≥ 16 years old)(€m)	2,953	1,855	875	256.8	397	<b>7,594</b>
Share of total turnover	38.9%	24.4%	11.5%	3.4%	5%	<b>100%</b>
Share of total tourists	33.7%	24.7%	13.1%	5.0%	5%	<b>100%</b>

### 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%	<b>48.1%</b>
Explore the destination	16.1%	14.0%	44.1%	34.5%	22.5%	<b>22.8%</b>
Other reasons	27.2%	31.0%	21.4%	40.7%	20.1%	<b>29.1%</b>

### 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%	<b>24.0%</b>
Between 1 and 2 months	22.0%	24.6%	25.6%	32.3%	26.2%	<b>24.3%</b>
More than 3 months	57.3%	54.1%	45.3%	32.0%	50.7%	<b>51.7%</b>

### 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%	<b>48.7%</b>
Friends or relatives	30.7%	32.0%	29.7%	45.5%	28.6%	<b>33.6%</b>
Internet or social media	52.5%	49.4%	63.0%	49.7%	58.6%	<b>53.8%</b>
Tour Operator or Travel Agency	24.4%	17.9%	22.4%	5.2%	23.2%	<b>18.7%</b>
Others	20.4%	16.4%	26.5%	25.7%	22.3%	<b>21.4%</b>

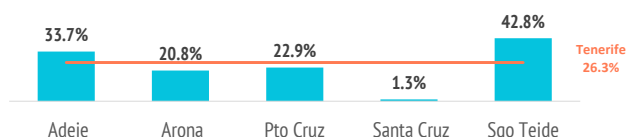
(\*) Multi-choise question

### 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%	<b>46.7%</b>
Half board / Full board	29.3%	27.1%	39.7%	11.9%	28.8%	<b>27.1%</b>
All inclusive	33.7%	20.8%	22.9%	1.3%	42.8%	<b>26.3%</b>

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

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

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

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

(\*) Multi-choise 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%	<b>4.6%</b>
Only with partner	49.8%	56.4%	55.1%	54.4%	54.7%	<b>54.7%</b>
With children	10.7%	19.1%	16.6%	20.9%	18.4%	<b>18.4%</b>
Other relatives	10.2%	12.4%	16.4%	15.0%	14.5%	<b>14.5%</b>
Other combination	17.0%	7.5%	7.7%	6.3%	7.9%	<b>7.9%</b>
With children (under the age of 13)	6.4%	19.4%	17.1%	24.0%	19.2%	<b>19.2%</b>

\* Share over total answers

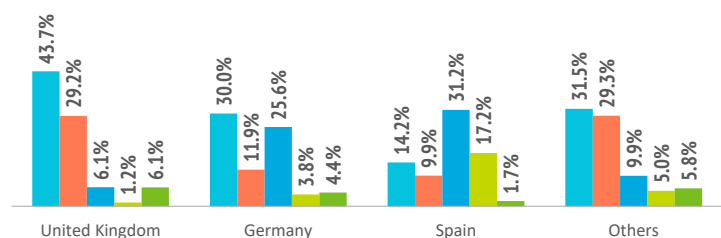
### Where are they from?



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

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

### 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	<b>8.76</b>	<b>8.81</b>

Experience in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Worse or much worse than expected	2.1%	2.6%	4.2%	2.1%	<b>3.7%</b>	<b>2.7%</b>
Lived up to expectations	52.8%	55.0%	47.0%	47.2%	<b>53.1%</b>	<b>51.5%</b>
Better or much better than expected	45.0%	42.4%	48.8%	50.7%	<b>43.2%</b>	<b>45.8%</b>

Future intentions (scale 1-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Return to the Canary Islands	8.83	8.90	8.63	8.83	<b>8.74</b>	<b>8.82</b>
Recommend visiting	9.02	9.10	8.97	9.10	<b>8.95</b>	<b>9.05</b>

8,82/10

Return to the  
Canary Islands

9,05/10

Recommend visiting the  
Canary Islands

### How many are loyal to the Canary Islands?



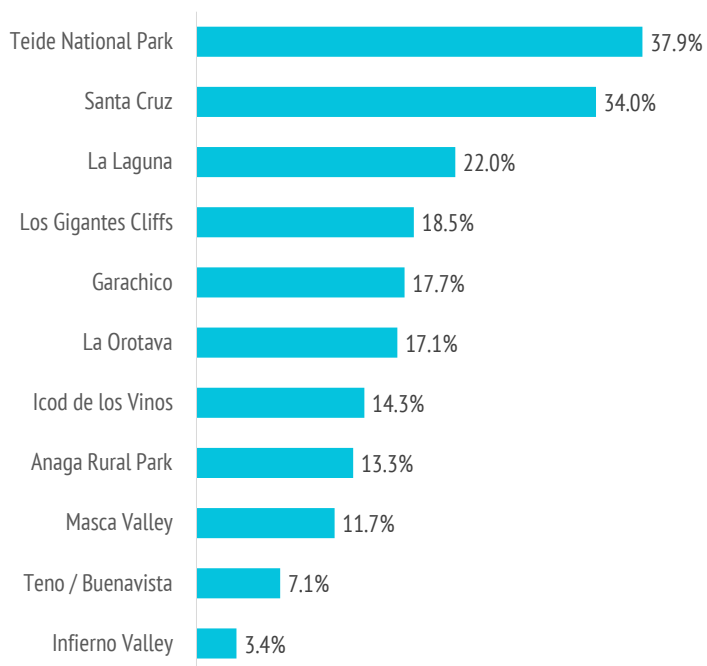
	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Repeat tourists</b>						
- Germany	73.7%	75.7%	62.7%	60.2%	67.1%	<b>69.9%</b>
- Spain	70.3%	70.0%	70.4%	61.0%	69.4%	<b>68.0%</b>
- United Kingdom	70.7%	74.0%	62.1%	68.6%	52.8%	<b>67.0%</b>
- Others	81.9%	83.8%	69.3%	77.2%	77.8%	<b>80.5%</b>
- Others	63.3%	68.3%	52.9%	44.9%	56.2%	<b>60.6%</b>
<b>Repeat tourists (3 or more visits)</b>						
- Germany	55.6%	59.1%	41.9%	44.9%	48.6%	<b>52.2%</b>
- Spain	52.9%	57.3%	53.0%	51.7%	50.7%	<b>51.4%</b>
- United Kingdom	50.8%	52.0%	39.2%	52.1%	38.9%	<b>48.2%</b>
- Others	64.4%	66.9%	48.8%	57.0%	58.0%	<b>62.8%</b>
- Others	44.3%	52.2%	31.6%	31.2%	38.8%	<b>43.0%</b>

### 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%	<b>91.7%</b>	<b>92.2%</b>
Two or more islands	6.3%	7.2%	8.7%	12.7%	<b>8.3%</b>	<b>7.8%</b>

## WHICH PLACES DO THEY VISIT IN TENERIFE?\*



\*\*Multi-choice question

”

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