

Tourist profile by municipality

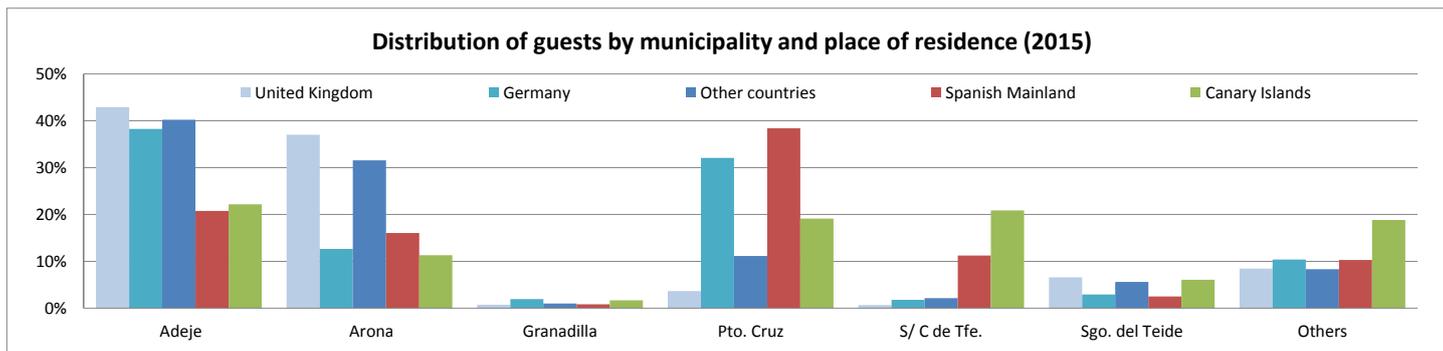
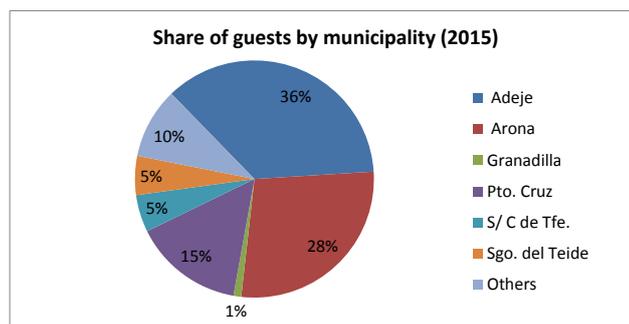
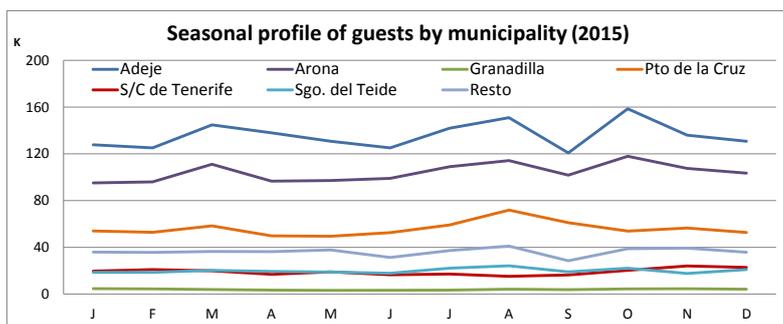
Tenerife (2015)



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 |
| Abroad | 1,424,504 | 1,116,861 | 35,075 | 393,985 | 75,658 | 198,496 | 295,070 | 3,539,649 | 2,506,109 | 1,033,540 |
| - United Kingdom | 641,337 | 553,225 | 10,768 | 54,388 | 10,135 | 98,604 | 126,142 | 1,494,599 | 1,002,416 | 492,183 |
| - Germany | 214,139 | 70,816 | 10,861 | 179,519 | 9,975 | 16,421 | 58,082 | 559,813 | 465,120 | 94,693 |
| Spanish Mainland | 101,706 | 78,710 | 3,985 | 188,203 | 55,009 | 12,233 | 50,345 | 490,191 | 408,658 | 60,776 |
| Canary Islands | 103,870 | 53,026 | 7,862 | 89,669 | 97,824 | 28,427 | 88,251 | 468,929 | 362,173 | 106,756 |
| Total | 1,630,080 | 1,248,597 | 46,922 | 671,857 | 228,491 | 239,156 | 433,666 | 4,498,769 | 3,276,940 | 1,201,072 |

| Place of residence: | Municipality of stay (%) | | | | | | | | Accommodation type (%) | |
|---------------------|--------------------------|-------|------------|-----------|--------------|----------------|--------|-------------|------------------------|-----------|
| | Adeje | Arona | Granadilla | Pto. Cruz | S/ C de Tfe. | Sgo. del Teide | Others | Tenerife | Hotel | Apartment |
| Abroad | 40.2% | 31.6% | 1.0% | 11.1% | 2.1% | 5.6% | 8.3% | 100% | 70.8% | 29.2% |
| - United Kingdom | 42.9% | 37.0% | 0.7% | 3.6% | 0.7% | 6.6% | 8.4% | 100% | 67.1% | 32.9% |
| - Germany | 38.3% | 12.6% | 1.9% | 32.1% | 1.8% | 2.9% | 10.4% | 100% | 83.1% | 16.9% |
| Spanish Mainland | 20.7% | 16.1% | 0.8% | 38.4% | 11.2% | 2.5% | 10.3% | 100% | 83.4% | 12.4% |
| Canary Islands | 22.2% | 11.3% | 1.7% | 19.1% | 20.9% | 6.1% | 18.8% | 100% | 77.2% | 22.8% |



Other indicators

| | Municipality of stay (%) | | | | | | | | Accommodation type (%) | |
|--|--------------------------|-------------------|----------------|------------------|----------------|------------------|------------------|-------------------|------------------------|-------------------|
| | Adeje | Arona | Granadilla | Pto. Cruz | S/ C de Tfe. | Sgo. del Teide | Resto | Tenerife | Hotel | Apartment |
| Bednights | | | | | | | | | | |
| Abroad | 12,499,602 | 9,782,509 | 206,494 | 3,510,202 | 228,759 | 1,810,185 | 2,303,975 | 30,341,726 | 20,524,727 | 9,816,999 |
| - United Kingdom | 5,533,711 | 4,770,378 | 72,720 | 430,695 | 42,819 | 960,081 | 1,056,274 | 12,866,678 | 8,040,069 | 4,826,609 |
| - Germany | 2,013,536 | 674,841 | 72,720 | 1,895,456 | 35,467 | 137,447 | 503,907 | 5,339,561 | 4,264,446 | 1,075,115 |
| Spanish Mainland | 562,489 | 398,950 | 11,810 | 1,154,691 | 127,687 | 83,725 | 280,686 | 2,760,197 | 2,178,880 | 441,158 |
| Canary Islands | 417,764 | 224,647 | 17,177 | 277,116 | 182,234 | 120,383 | 243,756 | 1,483,077 | 1,069,013 | 414,064 |
| Total | 13,479,855 | 10,406,106 | 235,481 | 4,942,009 | 538,680 | 2,014,293 | 2,828,417 | 34,585,000 | 23,772,620 | 10,672,221 |
| Length of stay | | | | | | | | | | |
| Abroad | 8.8 | 8.8 | 5.9 | 8.9 | 3.0 | 9.1 | 7.8 | 8.6 | 8.2 | 9.5 |
| - United Kingdom | 8.6 | 8.6 | 6.8 | 7.9 | 4.2 | 9.7 | 8.4 | 8.6 | 8.0 | 9.8 |
| - Germany | 9.4 | 9.5 | 7.3 | 10.6 | 3.6 | 8.4 | 8.7 | 9.5 | 9.2 | 11.4 |
| Spanish Mainland | 4.8 | 4.7 | 2.5 | 5.2 | 2.0 | 5.0 | 3.8 | 4.3 | 4.2 | 4.5 |
| Canary Islands | 4.0 | 4.2 | 2.2 | 3.1 | 1.9 | 4.2 | 2.8 | 3.2 | 3.0 | 3.9 |
| Total | 8.3 | 8.3 | 5.0 | 7.4 | 2.4 | 8.4 | 6.5 | 7.7 | 7.3 | 8.7 |
| ADR (€) | 85.0 | 73.9 | 54.2 | 45.5 | 59.5 | 76.6 | 87.0 | 74.2 | 83.9 | 48.5 |
| RevPar (€) | 71.0 | 60.2 | 35.7 | 32.1 | 40.0 | 60.5 | 61.0 | 58.3 | 67.5 | 35.8 |
| Bed-space occupancy rate (%) | 72.6 | 68.1 | 54.1 | 63.2 | 54.8 | 75.7 | 62.1 | 68.5 | 80.5 | 58.4 |
| Occupancy rate per room/apartment (%) | 83.5 | 81.4 | 65.8 | 70.7 | 67.3 | 79.0 | 70.1 | 78.5 | 74.2 | 73.7 |

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 (2015)



Profile of tourist visiting Tenerife by municipality of stay

Where are they from?

| Tourists (> 16 years old) | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|---------------------------|---------|---------|----------|------------|-----------|
| United Kingdom | 689,643 | 608,176 | 65,116 | 57,607 | 113,273 |
| Germany | 233,799 | 74,256 | 171,562 | 12,382 | 24,035 |
| Spanish Mainland | 130,217 | 87,286 | 183,378 | 62,135 | 12,609 |
| Others | 603,930 | 512,940 | 158,125 | 33,606 | 87,120 |

| Share by place of residence (%) | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|---------------------------------|-------|-------|----------|------------|-----------|
| United Kingdom | 39.1% | 34.4% | 3.7% | 3.3% | 6.4% |
| Germany | 38.4% | 12.2% | 28.2% | 2.0% | 3.9% |
| Spanish Mainland | 22.7% | 15.2% | 31.9% | 10.8% | 2.2% |
| Others | 38.5% | 32.7% | 10.1% | 2.1% | 5.6% |

How much do they spend?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|--------------------------------------|-----------|-----------|----------|------------|-----------|
| Tourist arrivals (> 16 years old) | 1,657,589 | 1,282,659 | 578,181 | 165,730 | 237,036 |
| Average daily expenditure (€) | 147.16 | 137.29 | 127.27 | 145.91 | 121.42 |
| in their place of residence | 106.45 | 92.41 | 87.59 | 96.14 | 89.67 |
| in the Canary Islands | 40.70 | 44.88 | 39.68 | 49.77 | 31.75 |
| Average length of stay | 8.99 | 9.45 | 8.94 | 8.28 | 9.32 |
| Turnover per tourist (€) | 1,218 | 1,149 | 1,025 | 945 | 1,038 |
| Total turnover (> 16 years old) (€m) | 2,020 | 1,474 | 593 | 157 | 246 |
| Share of total turnover | 39.4% | 28.7% | 11.6% | 3.1% | 4.8% |
| Share of total tourists | 36.7% | 28.4% | 12.8% | 3.7% | 5.2% |

What is their main reason for coming?

| Trip reasons | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|--------------------------------|-------|-------|----------|------------|-----------|
| Holidays | 97.5% | 96.6% | 95.6% | 73.1% | 97.0% |
| Professional or family reasons | 2.2% | 2.8% | 3.7% | 24.2% | 2.7% |
| Other reason | 0.4% | 0.6% | 0.7% | 2.7% | 0.3% |

What did motivate them to come?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|--|-------|-------|----------|------------|-----------|
| Previous visits to the Canary Islands | 63.0% | 66.5% | 49.6% | 47.9% | 56.3% |
| Recommendation by friends or relatives | 36.2% | 40.5% | 38.3% | 32.9% | 36.6% |
| Tour Operator's brochure or catalogue | 7.3% | 5.9% | 5.7% | 8.7% | 10.8% |
| Recommendation by Travel Agent | 10.7% | 6.6% | 10.0% | 3.1% | 6.8% |
| Internet | 21.0% | 19.4% | 29.7% | 18.3% | 28.1% |
| Others | 8.3% | 8.2% | 17.3% | 28.3% | 10.7% |

* Multi-choice question

Why do they choose Fuerteventura?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|-----------------------------------|-------|-------|----------|------------|-----------|
| Climate/sun | 92.4% | 91.2% | 82.7% | 62.9% | 92.5% |
| Tranquility/rest/relaxation | 33.8% | 31.0% | 30.9% | 20.0% | 35.6% |
| Beaches | 27.0% | 28.9% | 18.3% | 21.2% | 18.4% |
| Scenery | 22.9% | 18.9% | 47.4% | 29.5% | 31.2% |
| Visiting new places | 13.0% | 11.9% | 25.4% | 20.4% | 16.9% |
| Price | 13.3% | 15.2% | 12.1% | 11.0% | 16.4% |
| Ease of travel | 8.7% | 8.6% | 3.9% | 6.6% | 9.4% |
| Suitable destination for children | 9.0% | 8.9% | 4.5% | 1.3% | 12.1% |
| Culture | 7.7% | 7.5% | 18.4% | 12.5% | 10.0% |
| Quality of the environment | 7.1% | 6.8% | 7.9% | 6.4% | 6.2% |
| Security | 8.3% | 6.2% | 5.5% | 3.7% | 9.8% |
| Sports | 4.1% | 3.5% | 2.4% | 3.7% | 3.1% |
| Others | 23.5% | 29.9% | 16.8% | 35.4% | 13.5% |

* Multi-choice question

How do they book?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|------------------------------|-------|-------|----------|------------|-----------|
| Flight booking | | | | | |
| Tour Operator | 47.9% | 47.5% | 36.7% | 34.0% | 55.1% |
| Airline | 23.0% | 27.4% | 20.7% | 37.5% | 24.0% |
| Travel agency (High street) | 20.5% | 15.3% | 25.5% | 15.4% | 12.1% |
| Online Travel Agency (OTA) | 8.6% | 9.8% | 17.1% | 13.1% | 8.7% |
| Accommodation booking | | | | | |
| Tour Operator | 47.6% | 49.7% | 37.7% | 34.2% | 54.2% |
| Accommodation | 14.9% | 17.4% | 11.3% | 20.4% | 13.8% |
| Travel agency (High street) | 24.7% | 18.8% | 28.0% | 19.4% | 15.2% |
| Online Travel Agency (OTA) | 12.9% | 14.1% | 23.0% | 26.0% | 16.7% |

What do they book at their place of residence?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|---|-------|-------|----------|------------|-----------|
| Flight only | 9.0% | 12.9% | 8.0% | 33.2% | 10.4% |
| Flight & accommodation (room or | 22.0% | 33.7% | 16.5% | 17.2% | 25.6% |
| Flight & accommodation (B&B) | 8.6% | 8.7% | 11.9% | 12.6% | 3.7% |
| Flight & accommodation (half boar | 20.9% | 18.0% | 33.5% | 7.8% | 11.6% |
| Flight & accommodation (full boar | 4.5% | 3.4% | 7.2% | 10.8% | 3.8% |
| Flight & accommodation (all inclus | 34.5% | 22.6% | 22.5% | 17.6% | 44.3% |
| % Tourists using low-cost airlines | 45.3% | 53.1% | 42.6% | 52.9% | 41.7% |
| Other expenses in their place of r | | | | | |
| Tourists who did not spend anythi | 77.9% | 81.7% | 69.4% | 63.2% | 72.8% |
| Tourists who did spend | 22.1% | 18.3% | 30.6% | 36.8% | 27.2% |
| - Excursions | 29.1% | 29.5% | 31.7% | 17.6% | 23.5% |
| - Car rental | 46.5% | 37.5% | 65.6% | 37.0% | 49.1% |
| - Other expenses | 31.1% | 36.1% | 25.4% | 45.3% | 26.8% |

* Multi-choice question

Where do they stay?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|--|-------|-------|----------|------------|-----------|
| Type of accommodation | | | | | |
| German market | 100% | 100% | 100% | 100% | 100% |
| - Hotel | 83.1% | 69.4% | 80.9% | 33.9% | 68.3% |
| - Apartment | 14.2% | 20.8% | 14.1% | 13.7% | 22.2% |
| - Other type of accommodation | 2.7% | 9.8% | 5.0% | 52.4% | 9.6% |
| Spanish Mainland market | 100% | 100% | 100% | 100% | 100% |
| - Hotel | 74.8% | 61.5% | 77.6% | 55.6% | 52.4% |
| - Apartment | 15.5% | 25.8% | 19.9% | 2.4% | 38.3% |
| - Other type of accommodation | 9.7% | 12.7% | 2.5% | 42.0% | 9.4% |
| British market | 100% | 100% | 100% | 100% | 100% |
| - Hotel | 66.3% | 43.1% | 71.9% | 15.8% | 53.8% |
| - Apartment | 26.4% | 47.0% | 18.6% | 3.3% | 35.0% |
| - Other type of accommodation | 7.3% | 9.8% | 9.5% | 80.9% | 11.1% |
| Other markets | 100% | 100% | 100% | 100% | 100% |
| - Hotel | 74.5% | 49.8% | 70.7% | 67.5% | 66.4% |
| - Apartment | 19.9% | 40.7% | 24.0% | 11.0% | 29.5% |
| - Other type of accommodation | 5.6% | 9.5% | 5.3% | 21.5% | 4.1% |
| Length of stay by type of accommodation | | | | | |
| Hotel | 8.5 | 8.3 | 8.3 | 6.3 | 8.6 |
| Apartment | 10.3 | 9.7 | 10.8 | 9.8 | 9.8 |
| Others | 10.6 | 14.1 | 11.9 | 9.8 | 12.5 |

Tourist profile by municipality

Tenerife (2015)



How many islands did they visit in this trip?

| Number of islands | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|-----------------------|-------|-------|----------|------------|-----------|
| One island | 91.7% | 91.9% | 88.9% | 67.3% | 91.9% |
| Two islands | 6.4% | 6.3% | 8.3% | 8.7% | 7.9% |
| Three or more islands | 1.8% | 1.8% | 2.8% | 24.1% | 0.2% |

Who are they?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|--------------------------------------|-------|-------|----------|------------|-----------|
| Gender | | | | | |
| Percentage of men | 48.6% | 46.8% | 50.5% | 54.1% | 47.1% |
| Percentage of women | 51.4% | 53.2% | 49.5% | 45.9% | 52.9% |
| Age range | | | | | |
| 16-44 years old | 57.1% | 56.6% | 57.3% | 62.9% | 58.4% |
| Over 44 years old | 42.9% | 43.4% | 42.7% | 37.1% | 41.6% |
| Occupation | | | | | |
| Active | 82.2% | 80.7% | 77.6% | 81.9% | 86.4% |
| Inactive | 17.8% | 19.3% | 22.4% | 18.1% | 13.6% |
| Annual household income level | | | | | |
| €12,000 - €48,000 | 53.1% | 59.8% | 66.2% | 63.8% | 48.9% |
| More than €48,000 | 46.9% | 40.2% | 33.8% | 36.2% | 51.1% |

Who do they come with?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|-------------------------------|-------|-------|----------|------------|-----------|
| Partner | 70.8% | 67.2% | 71.8% | 53.6% | 73.9% |
| Children | 28.1% | 24.6% | 19.8% | 11.9% | 34.1% |
| Other relatives | 13.5% | 13.4% | 8.6% | 9.2% | 11.7% |
| Others | 8.1% | 11.7% | 8.4% | 8.5% | 5.6% |
| With children (< 13 year old) | 22.4% | 18.7% | 14.5% | 8.8% | 28.1% |

* Multi-choice question

How do they rate the destination?

| Impression of their stay | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|--------------------------------|-------|-------|----------|------------|-----------|
| Good or very good (% tourists) | 93.9% | 93.2% | 90.9% | 94.5% | 92.1% |

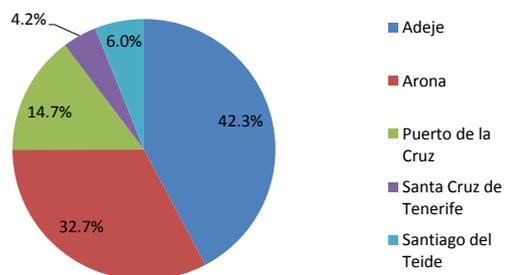
How do they rate the following features and services?

| (Scale 1 - 10) | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|------------------------------------|-------|-------|----------|------------|-----------|
| Accommodation | 8.1 | 7.9 | 7.4 | 8.4 | 8.1 |
| Quality of accommodation | 8.1 | 7.9 | 7.4 | 8.3 | 8.2 |
| Treatment at accommodation | 8.4 | 8.3 | 8.0 | 8.7 | 8.4 |
| Quality of the food | 7.7 | 7.5 | 6.9 | 8.2 | 7.7 |
| Environmental | 8.2 | 8.2 | 8.0 | 8.2 | 8.3 |
| Climate | 8.6 | 8.5 | 7.8 | 7.9 | 8.6 |
| Bathing areas | 8.1 | 8.1 | 7.2 | 7.7 | 8.0 |
| Tranquility | 8.4 | 8.4 | 8.9 | 8.8 | 8.8 |
| Cleanliness | 8.2 | 8.2 | 8.2 | 8.4 | 8.4 |
| Quality of the environment | 7.9 | 7.8 | 7.9 | 8.2 | 8.1 |
| Scenery | 8.2 | 8.0 | 7.9 | 7.8 | 8.2 |
| Restaurants | 8.0 | 8.0 | 7.8 | 8.0 | 7.9 |
| Quality of restaurants | 7.9 | 8.0 | 7.6 | 7.9 | 7.8 |
| Treatment from restaurant sta | 7.7 | 7.7 | 7.5 | 7.9 | 7.5 |
| Prices | 8.3 | 8.3 | 8.2 | 8.2 | 8.3 |
| Local food and drink | 7.9 | 7.9 | 7.8 | 8.0 | 8.0 |
| Leisure activities | 7.9 | 7.9 | 7.6 | 7.7 | 7.7 |
| Cultural activities | 7.6 | 7.6 | 7.6 | 7.9 | 7.6 |
| Sporting activities | 7.9 | 7.9 | 7.5 | 7.8 | 7.7 |
| Health-related activities, welln | 7.3 | 7.3 | 6.6 | 6.7 | 7.0 |
| Organized excursions | 8.5 | 8.5 | 8.5 | 7.9 | 8.4 |
| Recreational facilities for childr | 7.9 | 7.9 | 7.3 | 7.7 | 7.3 |
| Theme parks | 8.1 | 8.0 | 7.9 | 7.6 | 8.0 |
| Golf | 7.7 | 7.8 | 7.3 | 7.5 | 7.6 |
| Nightlife, fun | 7.8 | 7.7 | 7.4 | 7.7 | 7.7 |
| Services and infrastructures | 8.0 | 8.1 | 7.9 | 8.0 | 7.9 |
| Bus services | 7.9 | 7.9 | 7.8 | 7.7 | 7.7 |
| Hospitality | 8.3 | 8.4 | 8.2 | 8.0 | 8.1 |
| Security | 8.0 | 7.9 | 8.0 | 7.8 | 8.3 |
| Taxi services | 8.3 | 8.2 | 8.2 | 8.3 | 8.3 |
| State of roads | 7.6 | 7.7 | 7.3 | 7.7 | 7.6 |
| Car rental | 7.7 | 7.8 | 7.6 | 7.8 | 7.2 |
| Quality and variety of shops | 8.5 | 8.5 | 8.6 | 8.7 | 8.4 |
| Total | 8.06 | 8.01 | 7.81 | 8.05 | 8.04 |

How many are loyal to the destination?

| | Adeje | Arona | Pto Cruz | Santa Cruz | Sgo Teide |
|---|-------|-------|----------|------------|-----------|
| Repeat tourists | | | | | |
| - Germany | 74.5% | 78.1% | 60.4% | 73.9% | 68.7% |
| - Spanish Mainland | 75.9% | 81.8% | 62.9% | 80.8% | 77.4% |
| - United Kingdom | 83.6% | 83.9% | 67.2% | 79.9% | 75.7% |
| - Others | 63.1% | 71.5% | 51.5% | 49.7% | 58.3% |
| In love (at least 10 previous vi | | | | | |
| - Germany | 34.0% | 37.7% | 19.7% | 31.2% | 28.8% |
| - Spanish Mainland | 28.8% | 32.3% | 23.4% | 31.8% | 27.9% |
| - United Kingdom | 31.4% | 36.4% | 17.5% | 38.4% | 24.3% |
| - Others | 44.5% | 42.7% | 23.5% | 32.5% | 37.9% |
| - Others | 24.6% | 32.9% | 16.8% | 15.3% | 17.5% |

Share of tourists by municipality (2015)



Tourist arrivals by municipality (2015)

