

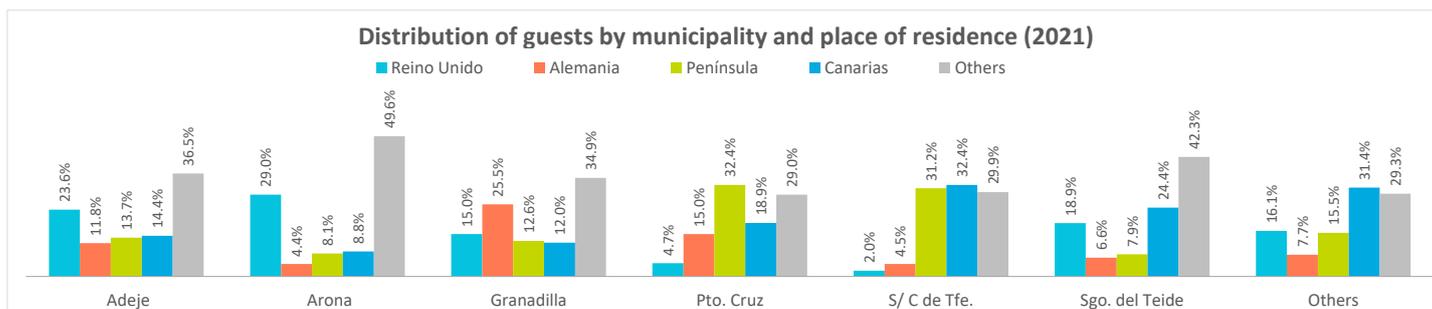
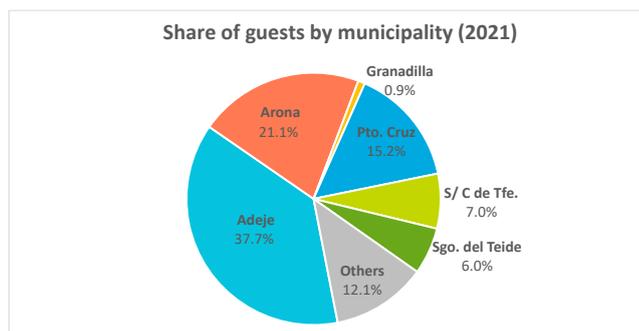
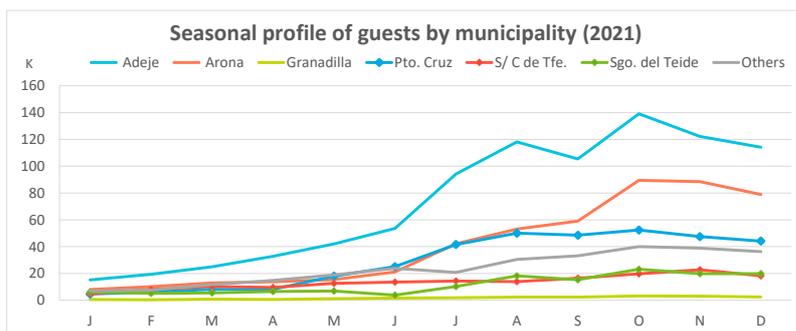
# Tourist profile by municipality

## Tenerife (2021)

### 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	633,461	408,790	15,211	172,511	59,701	95,130	150,333	<b>1,535,137</b>	1,188,765	346,372
- United Kingdom	208,305	142,606	3,030	16,695	3,336	26,467	45,606	446,045	336,180	109,865
- Germany	103,865	21,846	5,150	53,227	7,314	9,298	21,801	222,501	194,551	27,950
Spanish Mainland	120,918	39,986	2,535	114,704	51,310	11,021	43,779	<b>384,253</b>	344,114	40,139
Canary Islands	126,666	43,482	2,415	66,989	53,247	34,195	89,054	<b>416,048</b>	325,152	90,896
<b>Total</b>	<b>881,045</b>	<b>492,258</b>	<b>20,161</b>	<b>354,204</b>	<b>164,258</b>	<b>140,346</b>	<b>283,166</b>	<b>2,335,438</b>	<b>1,858,031</b>	<b>477,407</b>

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	71.9%	83.0%	75.4%	48.7%	36.3%	67.8%	53.1%	<b>65.7%</b>	64.0%	72.6%
- United Kingdom	23.6%	29.0%	15.0%	4.7%	2.0%	18.9%	16.1%	19.1%	18.1%	23.0%
- Germany	11.8%	4.4%	25.5%	15.0%	4.5%	6.6%	7.7%	9.5%	10.5%	5.9%
Spanish Mainland	13.7%	8.1%	12.6%	32.4%	31.2%	7.9%	15.5%	<b>16.5%</b>	18.5%	8.4%
Canary Islands	14.4%	8.8%	12.0%	18.9%	32.4%	24.4%	31.4%	<b>17.8%</b>	17.5%	19.0%
<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 (%)								Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
<b>Bednights</b>										
International	4,837,580	3,016,288	81,476	1,201,900	152,538	632,996	1,129,118	<b>11,051,896</b>	8,403,378	2,648,518
- United Kingdom	1,575,483	1,066,343	20,693	114,301	11,117	182,984	379,877	3,350,798	2,479,204	871,594
- Germany	851,193	174,981	31,230	478,237	23,428	69,325	178,543	1,806,937	1,547,334	259,603
Spanish Mainland	584,200	219,808	10,296	583,552	110,162	55,556	171,131	<b>1,734,705</b>	1,524,577	210,128
Canary Islands	341,894	131,066	6,990	181,910	96,469	86,437	272,013	<b>1,116,779</b>	825,713	291,066
<b>Total</b>	<b>5,763,674</b>	<b>3,367,162</b>	<b>98,762</b>	<b>1,967,362</b>	<b>359,169</b>	<b>774,989</b>	<b>1,572,262</b>	<b>13,903,380</b>	<b>10,753,668</b>	<b>3,149,712</b>
<b>Length of stay</b>										
International	7.6	7.4	5.4	7.0	2.6	6.7	--	<b>7.2</b>	7.1	7.6
- United Kingdom	7.6	7.5	6.8	6.8	3.3	6.9	--	7.5	7.4	7.9
- Germany	8.2	8.0	6.1	9.0	3.2	7.5	--	8.1	8.0	9.3
Spanish Mainland	4.8	5.5	4.1	5.1	2.1	5.0	--	<b>4.5</b>	4.4	5.2
Canary Islands	2.7	3.0	2.9	2.7	1.8	2.5	--	<b>2.7</b>	2.5	3.2
<b>Total</b>	<b>6.5</b>	<b>6.8</b>	<b>4.9</b>	<b>5.6</b>	<b>2.2</b>	<b>5.5</b>	--	<b>6.0</b>	--	--
ADR (€)	126.5	85.9	66.4	51.3	69.0	98.7	--	<b>99.1</b>	107.5	67.1
RevPar (€)	72.9	43.1	36.9	28.2	37.8	53.7	--	<b>53.0</b>	60.0	30.9
Total revenue (€ million)	333.7	137.2	4.4	54.9	16.6	34.1	--	<b>652</b>	560	91.7
Bed-space occupancy rate (%)	53.0	38.2	40.4	48.6	43.3	48.2	--	<b>46.1</b>	51.7	33.6
Occupancy rate per room/apartment (%)	57.6	50.2	55.6	55.1	54.8	54.4	--	<b>53.5</b>	55.9	46.2

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

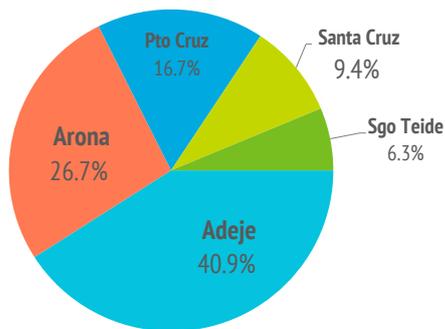
## Tenerife (2021)

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourist arrivals (> 15 years old)	767,548	500,432	312,399	176,842	<b>117,728</b>
Average daily expenditure (€)	167.75	142.27	125.99	120.77	<b>137.57</b>
Average length of stay	8.83	9.68	9.23	8.23	<b>9.74</b>
Turnover per tourist (€)	1,349	1,193	994	832	<b>1,156</b>
Total turnover (> 15 years old) (€m)	1,035	597	310	147.2	<b>136</b>
Share of total turnover	57.2%	33.0%	17.1%	8.1%	<b>8%</b>
Share of total tourists	46.7%	30.4%	19.0%	10.8%	<b>7%</b>

### Share of tourists by municipality (2021)



### What is the main motivation for their holidays?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Rest	57.0%	51.0%	37.5%	19.7%	<b>54.7%</b>
Explore the destination	18.4%	18.9%	45.0%	39.1%	<b>27.1%</b>
Other reasons	24.6%	30.1%	17.5%	41.1%	<b>18.2%</b>

### How far in advance do they book their trip?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Between 0 and 30 days	41.3%	42.8%	48.6%	54.9%	<b>41.8%</b>
Between 1 and 2 months	27.6%	26.6%	28.2%	27.6%	<b>25.6%</b>
More than 3 months	31.1%	30.6%	23.2%	17.5%	<b>32.6%</b>

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Previous visits to the Canary Islands	47.7%	50.6%	35.2%	30.1%	<b>41.3%</b>
Friends or relatives	33.4%	33.3%	33.7%	43.5%	<b>29.2%</b>
Internet or social media	52.2%	50.8%	61.5%	47.9%	<b>65.2%</b>
Tour Operator or Travel Agency	24.6%	18.9%	16.8%	6.7%	<b>21.4%</b>
Others	20.3%	22.8%	29.9%	26.8%	<b>32.6%</b>

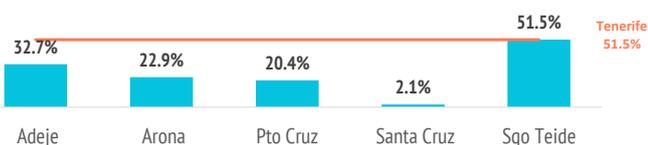
(\*) Multi-choice question

### What do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Room only/ Bed & Breakfast	39.3%	49.2%	44.0%	90.2%	<b>29.2%</b>
Half board / Full board	28.0%	27.9%	35.6%	7.8%	<b>19.4%</b>
All inclusive	32.7%	22.9%	20.4%	2.1%	<b>51.5%</b>

#### ALL INCLUSIVE



(Canary Islands: 33.8%)

### Importance of each factor in the destination choice



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Climate	80.1%	80.8%	65.9%	62.6%	<b>78.1%</b>
Safety	51.1%	48.6%	44.2%	38.0%	<b>50.8%</b>
Sea	45.0%	48.0%	45.2%	50.3%	<b>43.6%</b>
Tranquility	46.5%	42.4%	45.7%	42.5%	<b>49.5%</b>
Landscapes	35.7%	36.1%	56.7%	53.7%	<b>49.2%</b>
European belonging	38.6%	38.9%	40.1%	36.9%	<b>42.4%</b>
Environment	32.4%	33.9%	44.2%	46.8%	<b>37.2%</b>
Beaches	36.4%	41.1%	33.5%	39.3%	<b>30.5%</b>
Accommodation supply	43.5%	38.9%	29.1%	16.4%	<b>40.0%</b>
Effortless trip	36.1%	32.1%	30.6%	26.5%	<b>36.0%</b>
Price	33.9%	35.1%	33.1%	26.6%	<b>36.1%</b>
Gastronomy	29.3%	27.2%	27.9%	33.6%	<b>27.7%</b>
Authenticity	20.8%	21.4%	29.7%	32.2%	<b>20.5%</b>
Fun possibilities	25.1%	26.0%	19.3%	23.5%	<b>21.4%</b>
Exoticism	13.9%	15.1%	18.7%	21.0%	<b>15.1%</b>
Hiking trail network	10.3%	10.7%	19.6%	18.3%	<b>12.8%</b>
Historical heritage	7.1%	7.2%	14.5%	12.9%	<b>8.4%</b>
Culture	7.3%	9.2%	13.1%	12.4%	<b>6.2%</b>
Shopping	9.7%	10.9%	7.5%	8.2%	<b>7.0%</b>
Nightlife	7.5%	11.3%	4.6%	7.3%	<b>5.8%</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.

### % TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY



### Where do they stay?



Type of accommodation	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	71.3%	54.0%	69.8%	48.3%	<b>66.3%</b>
- Apartment	12.4%	26.0%	11.9%	9.2%	<b>13.1%</b>
- Other type of accommodation	16.3%	20.1%	18.3%	42.6%	<b>20.5%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	76.5%	37.1%	66.5%	31.4%	<b>51.5%</b>
- Apartment	9.5%	20.6%	11.1%	6.8%	<b>15.6%</b>
- Other type of accommodation	14.0%	42.3%	22.4%	61.7%	<b>32.8%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	77.3%	56.4%	77.4%	52.9%	<b>64.3%</b>
- Apartment	14.4%	22.7%	13.4%	5.8%	<b>21.0%</b>
- Other type of accommodation	8.3%	21.0%	9.2%	41.3%	<b>14.6%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	75.7%	66.2%	69.6%	55.4%	<b>84.0%</b>
- Apartment	11.9%	25.2%	6.5%	17.9%	<b>7.8%</b>
- Other type of accommodation	12.4%	8.6%	23.9%	26.6%	<b>8.2%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	64.9%	48.7%	63.3%	45.7%	<b>61.4%</b>
- Apartment	12.9%	27.7%	12.5%	12.8%	<b>13.7%</b>
- Other type of accommodation	22.2%	23.7%	24.2%	41.5%	<b>24.9%</b>

### Length of stay by type of accommodation

All markets	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
- Hotel	8.0	7.9	7.5	6.9	<b>8.2</b>
- Apartment	10.0	10.8	9.3	8.6	<b>10.3</b>
- Private accommodation	13.2	14.2	16.8	9.7	<b>15.6</b>
- Other type of accommodation	9.5	9.7	11.8	9.3	<b>12.4</b>

# Tourist profile by municipality

## Tenerife (2021)



### Activities in the Canary Islands



Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Outdoor time per day					
0 - 8 hours	68.2%	56.5%	46.6%	41.7%	<b>70.6%</b>
More than 8 hours	31.8%	43.5%	53.4%	58.3%	<b>29.4%</b>
Activities in the Canary Islands					
Walk, wander	75.7%	81.7%	82.8%	74.6%	<b>74.9%</b>
Beach	71.7%	74.2%	75.2%	65.2%	<b>70.0%</b>
Swimming pool, hotel facilities	74.5%	69.8%	59.5%	25.3%	<b>68.8%</b>
Explore the island on their own	47.0%	49.9%	70.8%	58.7%	<b>58.8%</b>
Activities at sea	43.5%	45.1%	38.9%	28.4%	<b>40.4%</b>
Taste Canarian gastronomy	26.7%	28.5%	45.9%	42.6%	<b>26.4%</b>
Nature activities	22.8%	23.7%	40.4%	38.0%	<b>29.3%</b>
Theme parks	21.6%	21.5%	25.8%	10.6%	<b>18.8%</b>
Sea excursions / whale watching	21.1%	19.2%	20.7%	9.6%	<b>30.5%</b>
Organized excursions	21.5%	21.0%	24.3%	8.6%	<b>21.1%</b>
Sport activities	15.8%	15.7%	12.3%	10.7%	<b>10.0%</b>
Nightlife / concerts / shows	11.7%	19.2%	8.7%	8.9%	<b>5.4%</b>
Museums / exhibitions	3.8%	4.9%	14.9%	14.5%	<b>4.2%</b>
Wineries/markets/popular festivals	5.3%	5.6%	9.4%	14.1%	<b>5.9%</b>
Beauty and health treatments	8.6%	7.9%	4.8%	3.8%	<b>4.1%</b>
Astronomical observation	4.8%	2.9%	6.0%	5.1%	<b>4.9%</b>

(\*) Multi-choice question

### Who do they come with?



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

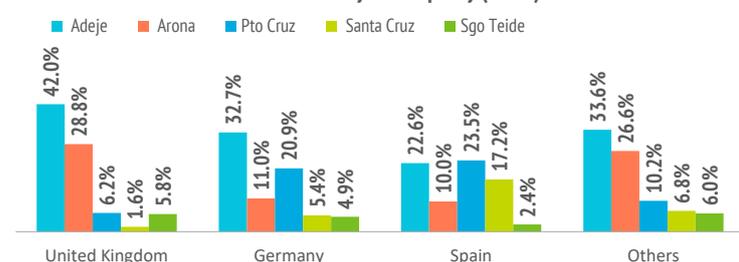
\* Share over total answers

### Where are they from?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Tourists (&gt; 15 years old)</b>					
United Kingdom	221,578	152,121	32,688	8,350	<b>30,727</b>
Germany	99,320	33,335	63,377	16,276	<b>14,983</b>
Spain	110,028	48,455	114,453	83,737	<b>11,511</b>
Others	336,622	266,522	101,881	68,478	<b>60,507</b>
<b>Share</b>					
United Kingdom	42.0%	28.8%	6.2%	1.6%	<b>6%</b>
Germany	32.7%	11.0%	20.9%	5.4%	<b>5%</b>
Spain	22.6%	10.0%	23.5%	17.2%	<b>2%</b>
Others	33.6%	26.6%	10.2%	6.8%	<b>6%</b>

### Tourist arrivals by municipality (2021)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

### Who are they?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Gender</b>					
Menos de 50.000€	42.2%	45.5%	49.5%	59.3%	<b>43.0%</b>
Women	57.8%	54.5%	50.5%	40.7%	<b>57.0%</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 44 years old	56.1%	58.1%	64.4%	72.5%	<b>63.4%</b>
Over 44 years old	43.9%	41.9%	35.6%	27.5%	<b>36.6%</b>
<b>Occupation</b>					
Active	81.9%	78.8%	82.1%	85.6%	<b>86.2%</b>
Inactive	18.1%	21.2%	17.9%	14.4%	<b>13.8%</b>
<b>Annual household income level</b>					
Less than €50,000	48.2%	55.1%	64.6%	62.3%	<b>51.1%</b>
More than €50,000	51.8%	44.9%	35.4%	37.7%	<b>48.9%</b>
<b>Education level</b>					
No studies/Primary education	4.3%	6.8%	2.7%	1.8%	<b>4.4%</b>
Secondary education	19.6%	19.0%	17.7%	12.8%	<b>18.4%</b>
Higher education	76.0%	74.2%	79.6%	85.4%	<b>77.2%</b>

### How do they rate the Canary Islands?



<b>Satisfaction (scale 0-10)</b>	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Average rating	8.85	8.86	8.82	8.76	<b>8.91</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.1%	2.9%	2.6%	3.7%	<b>2.2%</b>
Lived up to expectations	51.7%	47.9%	45.2%	46.8%	<b>46.6%</b>
Better or much better than expected	46.2%	49.2%	52.2%	49.5%	<b>51.1%</b>
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.76	8.90	8.73	8.72	<b>8.81</b>
Recommend visiting the Canary Islands	9.03	9.13	9.13	9.05	<b>9.18</b>

8.81/10

Return to the Canary Islands

9.18/10

Recommend visiting the Canary Islands

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



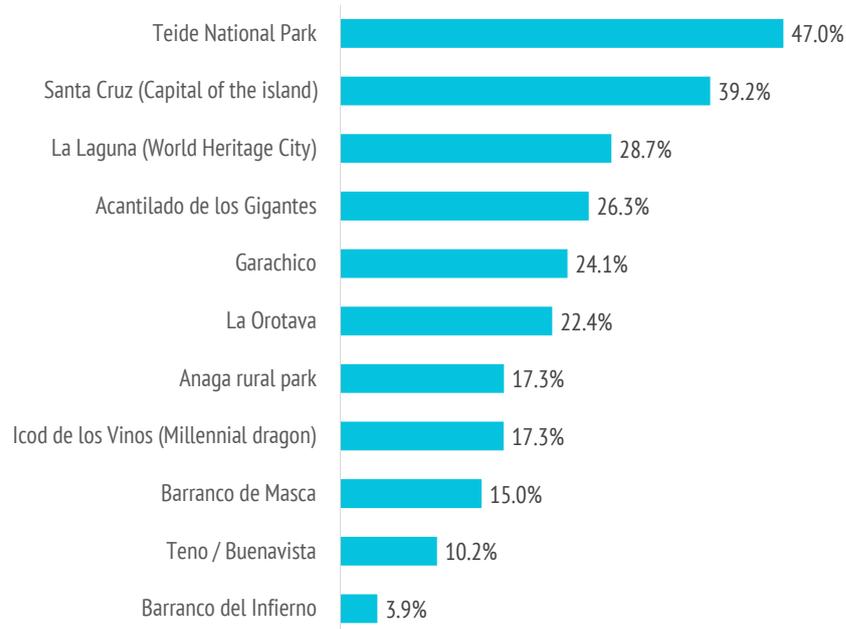
	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Repeat tourists</b>					
- Germany	66.8%	65.3%	54.7%	59.4%	<b>60.0%</b>
- Spain	63.7%	57.2%	64.4%	56.2%	<b>65.4%</b>
- United Kingdom	60.4%	61.8%	53.8%	68.5%	<b>66.8%</b>
- Others	84.2%	80.1%	77.3%	89.4%	<b>73.0%</b>
- Others	58.4%	58.4%	42.5%	45.3%	<b>50.8%</b>
<b>Repeat tourists (3 or more visits)</b>					
- Germany	48.3%	49.5%	32.9%	42.2%	<b>41.1%</b>
- Spain	45.9%	46.1%	44.7%	37.4%	<b>43.3%</b>
- United Kingdom	40.7%	44.7%	30.9%	53.2%	<b>51.7%</b>
- Others	67.5%	65.5%	43.0%	73.3%	<b>58.2%</b>
- Others	38.9%	41.6%	24.7%	26.0%	<b>29.8%</b>

### How many islands do they visit during their trip?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
One island	93.5%	92.8%	88.3%	85.7%	<b>91.6%</b>
Two or more islands	6.5%	7.2%	11.7%	14.3%	<b>8.4%</b>

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



\*\*Multi-choice question

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