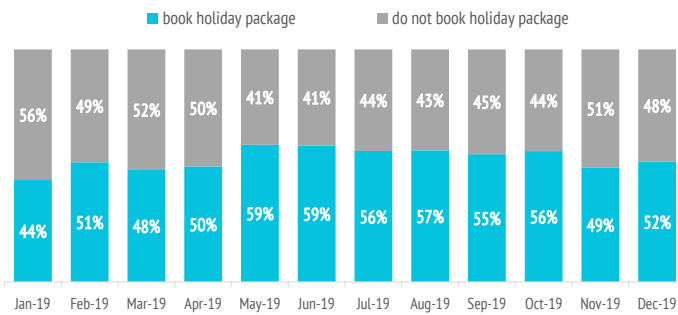


## How many are they and how much do they spend?



	Tenerife	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>5,729,162</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>5,040,382</b>	<b>13,271,035</b>
- book holiday package	2,582,722	7,426,022
- do not book holiday package	2,457,661	5,845,014
- % tourists who book holiday package	51.2%	56.0%
Share of total tourist	37.9%	100%

### % TOURISTS



Source: Frontur (ISTAC)

	Tenerife	Canary Islands
<b>Expenditure per tourist (€)</b>	<b>1,114</b>	<b>1,136</b>
- book holiday package	1,268	1,268
- holiday package	1,008	1,031
- others	260	237
- do not book holiday package	952	967
- flight	254	263
- accommodation	295	321
- others	404	383
<b>Average length of stay</b>	<b>8.97</b>	<b>9.09</b>
- book holiday package	8.25	8.64
- do not book holiday package	9.71	9.68
<b>Average daily expenditure (€)</b>	<b>139.8</b>	<b>138.9</b>
- book holiday package	162.0	155.4
- do not book holiday package	116.5	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>5,615</b>	<b>15,070</b>
- book holiday package	3,274	9,416
- do not book holiday package	2,341	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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.

## Importance of each factor in the destination choice



	Tenerife	Canary Islands
Climate	77.4%	78.4%
Safety	52.0%	51.9%
Tranquility	45.3%	47.6%
Accommodation supply	42.0%	42.9%
Sea	39.5%	44.4%
Price	38.8%	37.4%
Landscapes	36.2%	33.1%
Environment	35.7%	33.2%
European belonging	35.5%	36.1%
Effortless trip	34.3%	35.2%
Beaches	30.8%	37.7%
Fun possibilities	25.5%	21.1%
Gastronomy	24.0%	23.2%
Authenticity	21.0%	20.3%
Exoticism	13.1%	11.4%
Shopping	11.1%	9.4%
Hiking trail network	10.7%	9.6%
Nightlife	9.9%	8.0%
Historical heritage	9.2%	8.2%
Culture	8.7%	8.0%

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.

### % TOURISTS WHO CHOOSE FUN POSSIBILITIES



## What is the main motivation for their holidays?



	Tenerife	Canary Islands
Rest	51.7%	55.5%
Enjoy family time	15.4%	14.4%
Have fun	12.0%	8.6%
Explore the destination	17.8%	17.8%
Practice their hobbies	1.2%	1.9%
Other reasons	1.8%	1.8%

### HAVE FUN



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



	Tenerife	Canary Islands
The same day	0.7%	0.7%
Between 1 and 30 days	23.6%	23.8%
Between 1 and 2 months	22.5%	22.8%
Between 3 and 6 months	32.5%	32.7%
More than 6 months	20.6%	20.0%

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

	Tenerife	Canary Islands
Previous visits to the Canary Islands	48.5%	51.9%
Friends or relatives	30.3%	27.1%
Internet or social media	53.4%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	7.4%	8.4%
Travel Blogs or Forums	6.1%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	20.2%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.8%	2.4%

\* Multi-choise question

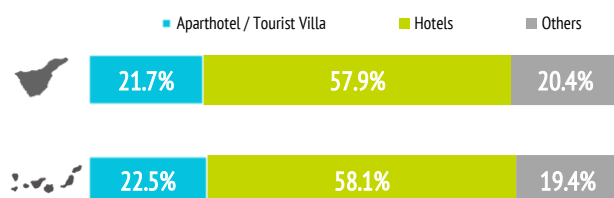
### With whom did they book their flight and accommodation?

	Tenerife	Canary Islands
<b>Flight</b>		
- Directly with the airline	47.1%	42.9%
- Tour Operator or Travel Agency	52.9%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	34.1%	31.5%
- Tour Operator or Travel Agency	65.9%	68.5%

### Where do they stay?

	Tenerife	Canary Islands
1-2-3* Hotel	9.7%	11.5%
4* Hotel	36.6%	37.6%
5* Hotel / 5* Luxury Hotel	11.6%	9.0%
Aparthotel / Tourist Villa	21.7%	22.5%
House/room rented in a private dwelling	6.2%	5.9%
Private accommodation (1)	8.5%	7.2%
Others (Cottage, cruise, camping...)	5.7%	6.3%

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



### What do they book?

	Tenerife	Canary Islands
Room only	27.9%	27.9%
Bed and Breakfast	14.9%	12.4%
Half board	23.4%	21.2%
Full board	3.4%	3.6%
All inclusive	30.3%	34.9%

30.3% of tourists book all inclusive.  
(Canary Islands: 34.9%)

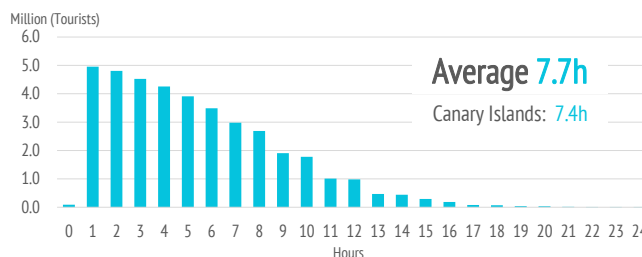
### Other expenses

	Tenerife	Canary Islands
Restaurants or cafes	58.4%	59.1%
Supermarkets	48.2%	52.1%
Car rental	24.1%	26.3%
Organized excursions	20.1%	20.6%
Taxi, transfer, chauffeur service	43.4%	50.0%
Theme Parks	11.3%	7.5%
Sport activities	4.6%	5.7%
Museums	2.2%	4.6%
Flights between islands	3.7%	4.4%

### Activities in the Canary Islands

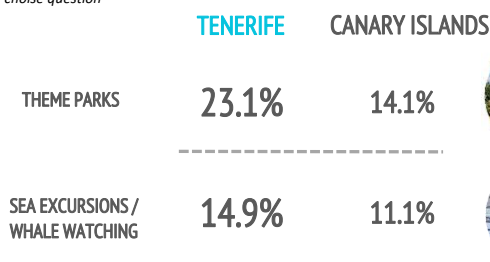
Outdoor time per day	Tenerife	Canary Islands
0 hours	1.7%	2.1%
1 - 2 hours	8.5%	9.8%
3 - 6 hours	30.6%	32.6%
7 - 12 hours	49.8%	47.1%
More than 12 hours	9.3%	8.4%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tenerife	Canary Islands
Walk, wander	71.6%	69.8%
Beach	60.5%	66.3%
Swimming pool, hotel facilities	59.9%	58.2%
Explore the island on their own	45.4%	45.2%
Taste Canarian gastronomy	24.8%	24.2%
Theme parks	23.1%	14.1%
Organized excursions	19.0%	16.9%
Nightlife / concerts / shows	17.8%	15.5%
Sea excursions / whale watching	14.9%	11.1%
Sport activities	12.4%	13.4%
Nature activities	11.6%	10.4%
Activities at sea	9.4%	10.0%
Wineries / markets / popular festivals	9.2%	11.6%
Museums / exhibitions	7.2%	10.1%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	4.4%	3.5%

\* Multi-choise question



### Which places do they visit in Tenerife?

	%	Absolute
Teide National Park	37.2%	1,895,387
Santa Cruz (Capital of the island)	27.9%	1,420,943
La Laguna (World Heritage City)	17.7%	904,297
Acantilado de los Gigantes	16.5%	843,144
La Orotava	15.0%	763,001
Garachico	14.7%	750,919
Icod de los Vinos (Millennial dragon)	14.3%	726,877
Barranco de Masca	11.7%	597,758
Anaga rural park	10.3%	523,621
Teno / Buenavista	6.9%	351,027
Barranco del Infierno	3.6%	185,513



4 in 10 tourists in Tenerife visit  
Teide National Park

### Internet usage during their trip

	Tenerife	Canary Islands
<b>Research</b>		
- Tourist package	15.6%	14.8%
- Flights	13.9%	13.0%
- Accommodation	17.5%	16.9%
- Transport	16.9%	15.7%
- Restaurants	30.2%	28.4%
- Excursions	26.8%	26.2%
- Activities	30.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	36.9%	39.4%
- Flights	67.0%	66.7%
- Accommodation	57.0%	57.3%
- Transport	46.9%	47.6%
- Restaurants	13.5%	12.1%
- Excursions	15.9%	13.0%
- Activities	18.3%	14.7%

\* Multi-choice question

Internet usage in the Canary Island	Tenerife	Canary Islands
<b>Did not use the Internet</b>	<b>8.5%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>91.5%</b>	<b>91.7%</b>
- Own Internet connection	39.7%	37.4%
- Free Wifi connection	35.6%	39.5%
<b>Applications*</b>		
- Search for locations or maps	64.6%	61.7%
- Search for destination info	45.6%	44.8%
- Share pictures or trip videos	56.7%	56.0%
- Download tourist apps	6.7%	7.0%
- Others	19.2%	22.6%

\* Multi-choice question

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

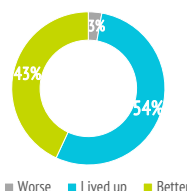
	Tenerife	Canary Islands
One island	92.0%	91.4%
Two islands	7.2%	7.2%
Three or more islands	0.9%	1.4%

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tenerife	Canary Islands
Average rating	8.66	8.70

Experience in the Canary Islands	Tenerife	Canary Islands
Worse or much worse than expected	2.8%	2.3%
Lived up to expectations	54.1%	55.6%
Better or much better than expected	43.1%	42.1%

Future intentions (scale 1-10)	Tenerife	Canary Islands
Return to the Canary Islands	8.68	8.73
Recommend visiting the Canary Island	8.92	8.95



Experience in the  
Canary Islands

Return to the Canary  
Islands

Recommend visiting  
the Canary Islands

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

	on Tenerife	in the Canary Islands
Tenerife: Repeat tourists	62.4%	51.9%
Tenerife: At least 10 previous visits	9.1%	4.8%
Canary Islands: Repeat tourists	68.1%	72.2%
Canary Islands: At least 10 previous visits	15.8%	18.6%

### TOP 5: % REPEAT TOURISTS BY MARKETS

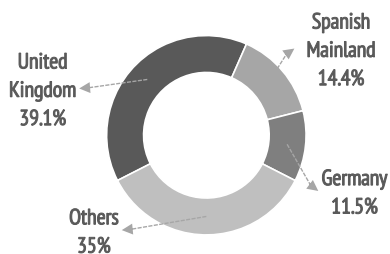
- UK 71%
- Nordics 70%
- Belgium 68%
- Ireland 63%
- Spain 62%



Where are they from?



	%	Absolute
United Kingdom	39.1%	1,970,270
Spanish Mainland	14.4%	728,233
Germany	11.5%	578,542
Belgium	3.9%	196,817
France	3.8%	190,802
Italy	3.7%	184,434
Netherlands	3.2%	162,182
Ireland	2.7%	136,737
Poland	2.3%	117,321
Sweden	2.0%	102,390
Finland	1.6%	81,864
Denmark	1.5%	74,603
Norway	1.4%	71,744
Switzerland	1.3%	67,059
Russia	1.2%	60,472
Portugal	0.7%	34,165
Austria	0.6%	30,645
Others	5.0%	252,102



Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	8.9%	9.6%
Only with partner	47.4%	48.1%
Only with children (< 13 years old)	6.3%	5.6%
Partner + children (< 13 years old)	6.8%	6.5%
Other relatives	9.7%	9.3%
Friends	6.6%	6.4%
Work colleagues	0.6%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	13.5%	13.7%
<small>(1) Different situations have been isolated</small>		
<b>Tourists with children</b>	<b>18.9%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.9%	1.6%
- Between 3 and 12 years old	15.3%	14.8%
- Between 0 -2 and 3-12 years	1.7%	1.4%
<b>Tourists without children</b>	<b>81.1%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	13.7%	13.2%
- 2 people	53.9%	55.1%
- 3 people	12.0%	12.0%
- 4 or 5 people	16.8%	16.3%
- 6 or more people	3.7%	3.5%
<b>Average group size:</b>	<b>2.54</b>	<b>2.54</b>

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?



	Tenerife	Canary Islands
<b>Gender</b>		
Men	47.0%	48.6%
Women	53.0%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	44.9	47.1
Standard deviation	15.2	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.4%	7.3%
25 - 30 years old	13.5%	10.9%
31 - 45 years old	30.5%	28.0%
46 - 60 years old	29.8%	31.8%
Over 60 years old	17.8%	22.1%
<b>Occupation</b>		
Salaried worker	57.0%	55.0%
Self-employed	11.9%	11.5%
Unemployed	1.4%	1.1%
Business owner	9.1%	9.4%
Student	3.7%	3.5%
Retired	15.3%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	20.4%	17.5%
€25,000 - €49,999	37.9%	37.5%
€50,000 - €74,999	21.2%	22.8%
More than €74,999	20.5%	22.2%
<b>Education level</b>		
No studies	6.2%	5.0%
Primary education	2.3%	2.6%
Secondary education	22.8%	23.6%
Higher education	68.7%	68.9%



4 IN 10 TOURISTS ARE  
**BRITISH**  
45 YEARS OLD  
AVERAGE AGE

47%  
ONLY WITH  
**PARTNER**



Pictures: Freepik.com