

PROFILE OF TOURIST VISITING TENERIFE 2021



How many are they and how much do they spend?

	Tenerife	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	2,675,062	6,697,165
Tourist arrivals > 15 years old (EGT)	2,320,313	5,827,892
- book holiday package	883,686	2,549,012
- do not book holiday package	1,436,628	3,278,880
- % tourists who book holiday package	38.1%	43.7%
Share of total tourist	39.9%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,169	1,206
- book holiday package	1,360	1,415
- holiday package	1,064	1,135
- others	296	280
- do not book holiday package	1,052	1,044
- flight	255	248
- accommodation	362	369
- others	435	427
Average length of stay	9.39	9.54
- book holiday package	8.04	8.59
- do not book holiday package	10.23	10.28
Average daily expenditure (€)	143.5	144.0
- book holiday package	175.9	172.8
- do not book holiday package	123.5	121.6
Total turnover (> 15 years old) (€m)	2,713	7,028
- book holiday package	1,202	3,606
- do not book holiday package	1,511	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Tenerife	Canary Islands
Didn't have holidays	35.5%	35.7%
Canary Islands	15.8%	17.6%
Other destination	48.7%	46.8%

What other destinations do they consider for this trip?*

	Tenerife	Canary Islands
None	29.0%	29.4%
Canary Islands (other island)	23.9%	25.4%
Other destination	47.1%	45.1%

*Percentage of valid answers

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	75.8%	76.0%
Safety	47.7%	49.0%
Sea	46.9%	52.0%
Tranquility	45.7%	48.5%
Landscapes	43.5%	39.1%
European belonging	39.0%	40.2%
Environment	37.4%	34.7%
Beaches	37.1%	44.6%
Accommodation supply	35.6%	37.8%
Effortless trip	33.2%	34.9%
Price	33.0%	32.4%
Gastronomy	29.2%	27.9%
Authenticity	24.5%	24.4%
Fun possibilities	23.1%	22.4%
Exoticism	15.6%	14.5%
Hiking trail network	14.1%	12.1%
Historical heritage	9.2%	9.1%
Culture	9.2%	8.7%
Shopping	8.9%	8.8%
Nightlife	7.4%	8.4%

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 LANDSCAPES



What is the main motivation for their holidays?

	Tenerife	Canary Islands
Rest	46.6%	50.7%
Enjoy family time	15.7%	14.0%
Have fun	7.6%	7.3%
Explore the destination	25.8%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	2.1%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Tenerife	Canary Islands
The same day	0.9%	1.0%
Between 1 and 30 days	42.7%	42.5%
Between 1 and 2 months	27.7%	26.7%
Between 3 and 6 months	18.1%	18.7%
More than 6 months	10.6%	11.1%

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

	Tenerife	Canary Islands
Previous visits to the Canary Islands	43.9%	45.7%
Friends or relatives	35.8%	30.9%
Internet or social media	53.9%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	7.3%	7.0%
Travel Blogs or Forums	9.7%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	17.6%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.9%	2.9%

* Multi-choise question

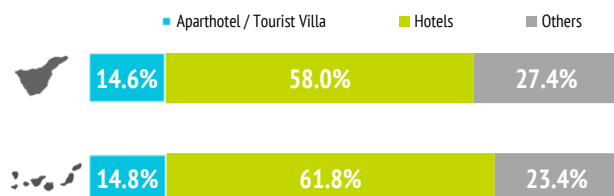
With whom did they book their flight and accommodation?

	Tenerife	Canary Islands
Flight		
- Directly with the airline	58.6%	52.8%
- Tour Operator or Travel Agency	41.4%	47.2%
Accommodation		
- Directly with the accommodation	43.9%	39.9%
- Tour Operator or Travel Agency	56.1%	60.1%

Where do they stay?

	Tenerife	Canary Islands
1-2-3* Hotel	8.2%	11.5%
4* Hotel	36.9%	39.4%
5* Hotel / 5* Luxury Hotel	12.9%	10.9%
Aparthotel / Tourist Villa	14.6%	14.8%
House/room rented in a private dwelling	8.8%	6.9%
Private accommodation (1)	11.7%	9.9%
Others (Cottage, cruise, camping,..)	7.0%	6.6%

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



What do they book?

	Tenerife	Canary Islands
Room only	29.4%	28.1%
Bed and Breakfast	19.5%	15.3%
Half board	22.0%	19.5%
Full board	3.1%	3.2%
All inclusive	26.0%	33.8%

19.5% of tourists book Bed and Breakfast.
(Canary Islands: 15.3%)

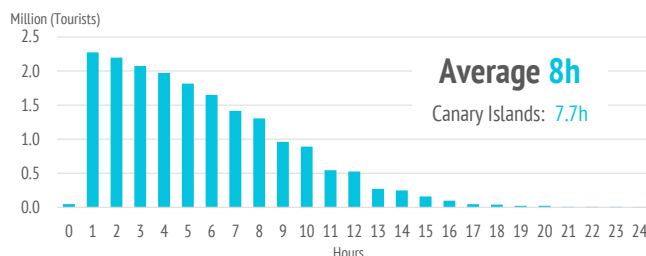
Other expenses

	Tenerife	Canary Islands
Restaurants or cafes	71.7%	66.9%
Supermarkets	56.4%	55.6%
Car rental	44.4%	37.3%
Organized excursions	27.9%	23.7%
Taxi, transfer, chauffeur service	42.4%	46.0%
Theme Parks	15.8%	8.6%
Sport activities	9.2%	9.3%
Museums	3.1%	4.7%
Flights between islands	5.6%	6.3%

Activities in the Canary Islands

	Tenerife	Canary Islands
Outdoor time per day		
0 hours	2.0%	2.4%
1 - 2 hours	8.6%	10.0%
3 - 6 hours	28.4%	30.1%
7 - 12 hours	49.3%	47.1%
More than 12 hours	11.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tenerife	Canary Islands
Walk, wander	77.7%	72.2%
Beach	72.2%	75.1%
Swimming pool, hotel facilities	61.1%	57.5%
Explore the island on their own	55.4%	52.5%
Swim	38.5%	38.8%
Taste Canarian gastronomy	33.1%	30.2%
Hiking	25.6%	22.5%
Theme parks	20.0%	12.2%
Sea excursions / whale watching	19.2%	13.5%
Organized excursions	18.5%	16.0%
Nightlife / concerts / shows	11.6%	12.3%
Other Nature Activities	11.1%	9.5%
Museums / exhibitions	7.8%	10.7%
Wineries / markets / popular festivals	7.6%	10.0%
Running	7.0%	7.6%
Beauty and health treatments	6.6%	5.6%
Practice other sports	5.2%	5.9%
Astronomical observation	4.8%	4.2%
Scuba Diving	4.1%	4.2%
Surf	4.0%	4.8%
Golf	2.8%	2.3%

* Multi-choise question

TENERIFE CANARY ISLANDS

THEME PARKS

20.0%

12.2%



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Which places do they visit in Tenerife?

	%	Absolute
Teide National Park	47.0%	1,103,282
Santa Cruz (Capital of the island)	39.2%	920,833
La Laguna (World Heritage City)	28.7%	674,860
Los Gigantes Cliffs	26.3%	618,557
La Orotava	24.1%	565,539
Garachico	22.4%	527,476
Icod de los Vinos *	17.3%	407,486
Anaga rural park	17.3%	406,618
Barranco de Masca	15.0%	351,907
Teno / Buenavista	10.2%	240,696
Barranco del Infierno	3.9%	91,966

* thousand-year-old Dragon

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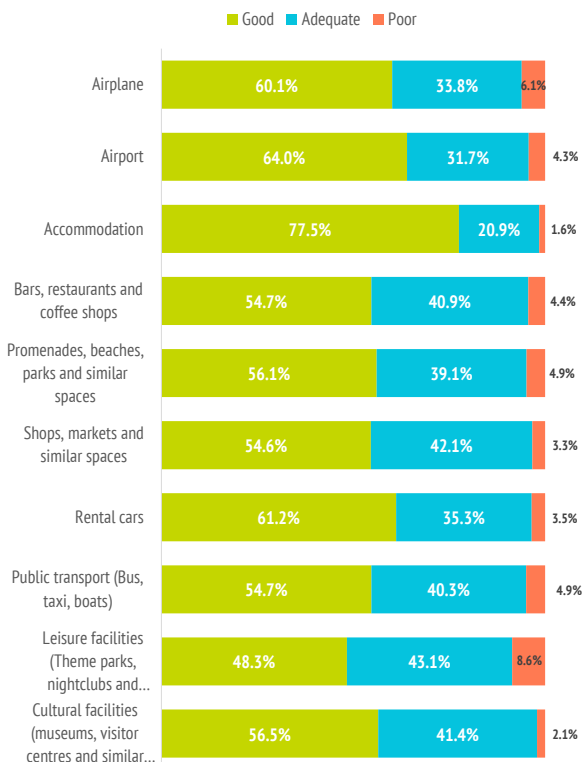
5 in 10 tourists in Tenerife visit
Teide National Park

Health safety

Planning the trip: Importance	Tenerife	Canary Islands
Average rating (scale 0-10)	7.84	7.99

During the stay: Rate	Tenerife	Canary Islands
Average rating (scale 0-10)	8.36	8.42

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?

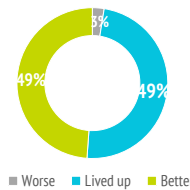
	Tenerife	Canary Islands
One island	91.5%	90.9%
Two islands	7.6%	7.8%
Three or more islands	0.9%	1.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tenerife	Canary Islands
Average rating	8.86	8.86

Experience in the Canary Islands	Tenerife	Canary Islands
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	48.6%	51.4%
Better or much better than expected	48.9%	45.9%

Future intentions (scale 1-10)	Tenerife	Canary Islands
Return to the Canary Islands	8.81	8.86
Recommend visiting the Canary Island	9.10	9.10



Experience in the
Canary Islands



9.10/10

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	on Tenerife	in the Canary Islands
Tenerife: Repeat tourists	58.2%	48.7%
Tenerife: At least 10 previous visits	9.8%	5.1%
Canary Islands: Repeat tourists	63.1%	68.0%
Canary Islands: At least 10 previous visits	16.0%	18.3%

MAIN SOURCE MARKETS : % REPEAT TOURISTS BY MARKETS

United Kingdom **76%**
Spanish M. **59%**
Germany **56%**
France **37%**



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Where are they from?



	%	Absolute
United Kingdom	22.7%	527,673
Spanish Mainland	21.0%	486,868
Germany	13.1%	303,546
France	7.5%	174,045
Belgium	5.8%	135,236
Italy	5.4%	124,778
Poland	4.6%	106,919
Netherlands	4.4%	102,053
Ireland	2.3%	52,745
Switzerland	1.7%	39,280
Denmark	1.5%	34,039
Czech Republic	1.4%	31,430
Sweden	1.2%	27,557
Austria	0.9%	21,521
Finland	0.7%	15,879
Iceland	0.7%	15,786
Portugal	0.6%	14,602
Others	4.6%	106,356

Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	11.3%	13.5%
Only with partner	49.3%	48.2%
Only with children (< 13 years old)	4.0%	3.9%
Partner + children (< 13 years old)	5.4%	4.9%
Other relatives	8.9%	8.4%
Friends	8.9%	8.5%
Work colleagues	0.8%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.2%	11.5%

(1) Different situations have been isolated

Tourists with children	13.4%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0 -2 and 3-12 years	1.2%	1.0%
Tourists without children	86.6%	87.5%
Group composition:		
- 1 person	13.3%	16.5%
- 2 people	58.6%	56.7%
- 3 people	10.8%	10.7%
- 4 or 5 people	14.6%	13.6%
- 6 or more people	2.8%	2.5%
Average group size:	2.44	2.37

*People who share the main expenses of the trip

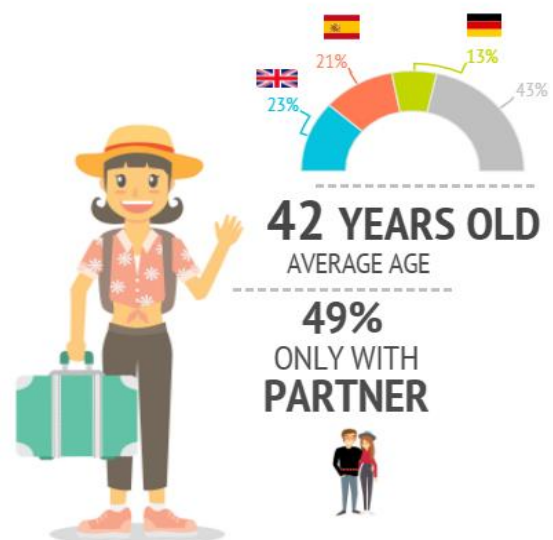
% TOURISTS WHO TRAVEL WITH CHILDREN



Who are they?



	Tenerife	Canary Islands
Gender		
Men	46.3%	49.6%
Women	53.7%	50.4%
Age		
Average age (tourist > 15 years old)	41.6	43.3
Standard deviation	15.3	15.6
Age range (> 15 years old)		
16 - 24 years old	13.4%	11.9%
25 - 30 years old	17.1%	14.8%
31 - 45 years old	32.0%	30.2%
46 - 60 years old	23.5%	26.6%
Over 60 years old	14.1%	16.4%
Occupation		
Salaried worker	59.3%	57.8%
Self-employed	11.5%	11.1%
Unemployed	1.7%	1.7%
Business owner	9.9%	10.0%
Student	6.0%	5.9%
Retired	10.3%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	17.1%	16.1%
€25,000 - €49,999	37.2%	37.0%
€50,000 - €74,999	22.6%	23.4%
More than €74,999	23.0%	23.5%
Education level		
No studies	2.6%	2.2%
Primary education	1.7%	2.2%
Secondary education	17.4%	18.8%
Higher education	78.3%	76.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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