

# Tourist profile by municipality

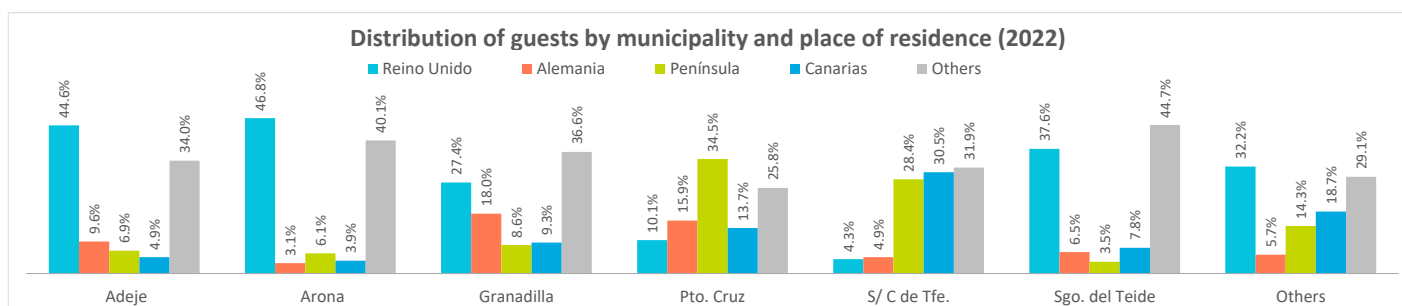
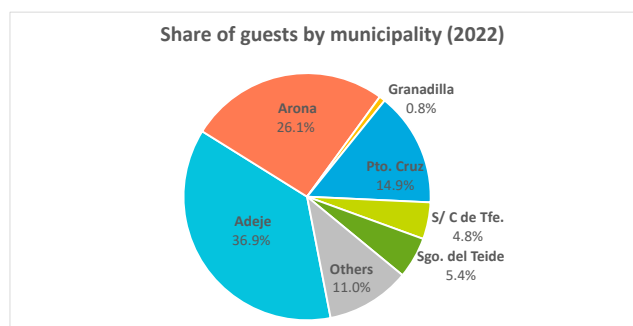
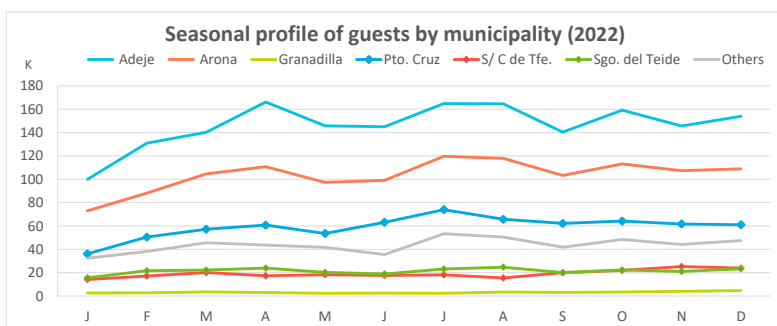
## Tenerife (2022)



### 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	1,549,841	1,119,584	30,989	367,882	94,245	228,056	350,305	3,740,902	2,914,803	826,099
- United Kingdom	783,677	581,865	10,352	71,554	9,917	96,562	168,526	1,722,453	1,318,096	404,357
- Germany	169,299	39,072	6,811	113,120	11,261	16,587	29,559	385,709	339,027	46,682
Spanish Mainland	120,397	75,857	3,247	244,952	65,021	9,118	74,981	593,573	529,201	64,372
Canary Islands	86,811	48,094	3,515	97,391	69,865	19,943	97,589	423,208	332,869	90,339
<b>Total</b>	<b>1,757,049</b>	<b>1,243,535</b>	<b>37,751</b>	<b>710,225</b>	<b>229,131</b>	<b>257,117</b>	<b>522,875</b>	<b>4,757,683</b>	<b>3,776,873</b>	<b>980,810</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	88.2%	90.0%	82.1%	51.8%	41.1%	88.7%	67.0%	78.6%	77.2%	84.2%
- United Kingdom	44.6%	46.8%	27.4%	10.1%	4.3%	37.6%	32.2%	36.2%	34.9%	41.2%
- Germany	9.6%	3.1%	18.0%	15.9%	4.9%	6.5%	5.7%	8.1%	9.0%	4.8%
Spanish Mainland	6.9%	6.1%	8.6%	34.5%	28.4%	3.5%	14.3%	12.5%	14.0%	6.6%
Canary Islands	4.9%	3.9%	9.3%	13.7%	30.5%	7.8%	18.7%	8.9%	8.8%	9.2%
<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	11,708,263	8,352,025	147,121	2,696,005	271,555	1,647,898	2,428,802	27,251,669	20,689,053	6,562,616
- United Kingdom	5,839,663	4,256,430	65,122	504,044	33,351	740,061	1,218,946	12,657,617	9,525,632	3,131,985
- Germany	1,420,539	311,196	34,084	1,014,024	34,791	132,461	222,161	3,169,256	2,695,941	473,315
Spanish Mainland	637,553	358,110	14,228	1,408,725	143,385	47,673	329,926	2,939,600	2,595,705	343,895
Canary Islands	286,571	155,108	6,990	247,663	128,559	57,546	332,231	1,214,668	902,216	312,452
<b>Total</b>	<b>12,632,387</b>	<b>8,865,243</b>	<b>168,339</b>	<b>4,352,393</b>	<b>543,499</b>	<b>1,753,117</b>	<b>3,090,959</b>	<b>31,405,937</b>	<b>24,186,974</b>	<b>7,218,963</b>
<b>Length of stay</b>										
International	7.6	7.5	4.7	7.3	2.9	7.2	--	7.3	7.1	7.9
- United Kingdom	7.5	7.3	6.3	7.0	3.4	7.7	--	7.3	7.2	7.7
- Germany	8.4	8.0	5.0	9.0	3.1	8.0	--	8.2	8.0	10.1
Spanish Mainland	5.3	4.7	4.4	5.8	2.2	5.2	--	5.0	4.9	5.3
Canary Islands	3.3	3.2	2.0	2.5	1.8	2.9	--	2.9	2.7	3.5
<b>Total</b>	<b>7.2</b>	<b>7.1</b>	<b>4.5</b>	<b>6.1</b>	<b>2.4</b>	<b>6.8</b>	<b>--</b>	<b>6.6</b>	<b>--</b>	<b>--</b>
ADR (€)	131.0	93.5	77.5	59.1	76.3	114.5	--	105.6	114.2	73.1
RevPar (€)	107.7	71.2	53.9	42.0	53.2	88.7	--	80.6	88.2	53.2
Total revenue (€ million)	743.4	381.1	8.2	136.9	27.7	88.1	--	1,529	1,309	220.2
Bed-space occupancy rate (%)	78.2	63.5	53.8	64.9	55.5	74.9	--	69.6	74.0	57.8
Occupancy rate per room/apartment (%)	82.2	76.2	69.6	71.1	69.6	77.5	--	76.3	77.3	72.8

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

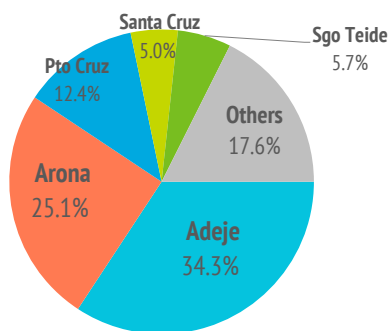
## Tenerife (2022)

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Tourist arrivals (> 15 years old)	1,741,284	1,274,994	629,724	253,417	289,191	<b>5,083,082</b>
Average daily expenditure (€)	193.81	161.99	145.08	131.34	153.96	<b>166.33</b>
Average length of stay	8.59	9.58	8.44	7.66	9.65	<b>9.09</b>
Turnover per tourist (€)	1,528	1,353	1,093	893	1,305	<b>1,330</b>
Total turnover (> 15 years old) (€m)	2,661	1,725	688	226.2	377	<b>6,758</b>
Share of total turnover	39.4%	25.5%	10.2%	3.3%	6%	<b>100%</b>
Share of total tourists	34.3%	25.1%	12.4%	5.0%	6%	<b>100%</b>

### Share of tourists by municipality (2022)



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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Rest	55.8%	55.2%	32.4%	21.0%	50.1%	<b>47.3%</b>
Explore the destination	16.3%	15.0%	45.1%	36.7%	22.9%	<b>22.9%</b>
Other reasons	27.9%	29.8%	22.5%	42.3%	27.0%	<b>29.9%</b>

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Between 0 and 30 days	22.7%	22.7%	31.6%	36.2%	25.5%	<b>25.7%</b>
Between 1 and 2 months	23.5%	24.8%	28.3%	30.6%	26.0%	<b>25.8%</b>
More than 3 months	53.7%	52.5%	40.1%	33.2%	48.4%	<b>48.5%</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	53.4%	56.7%	37.6%	33.6%	47.8%	<b>49.4%</b>
Friends or relatives	29.3%	33.7%	32.9%	42.3%	32.3%	<b>34.2%</b>
Internet or social media	54.6%	50.8%	61.9%	52.3%	60.4%	<b>54.4%</b>
Tour Operator or Travel Agency	26.0%	20.4%	20.3%	5.0%	25.6%	<b>19.8%</b>
Others	20.4%	19.6%	31.2%	30.2%	27.2%	<b>23.5%</b>

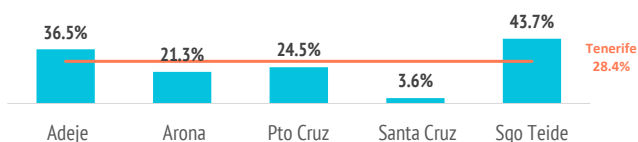
(\*) Multi-choice question

### What do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Room only/ Bed & Breakfast	35.7%	51.0%	36.3%	88.3%	34.5%	<b>45.7%</b>
Half board / Full board	27.8%	27.6%	39.2%	8.1%	21.8%	<b>25.8%</b>
All inclusive	36.5%	21.3%	24.5%	3.6%	43.7%	<b>28.4%</b>

#### ALL INCLUSIVE



(Canary Islands: 34.9%)

### Importance of each factor in the destination choice



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Climate	79.3%	77.7%	62.2%	61.9%	76.4%	<b>73.8%</b>
Safety	55.3%	52.0%	43.8%	38.0%	53.2%	<b>50.0%</b>
Tranquility	45.9%	40.2%	40.8%	43.7%	43.8%	<b>43.4%</b>
Accommodation supply	48.8%	42.4%	32.7%	20.1%	48.4%	<b>40.9%</b>
Sea	40.1%	40.8%	38.8%	46.9%	42.1%	<b>40.8%</b>
Landscapes	29.6%	30.0%	53.9%	56.7%	42.9%	<b>37.5%</b>
Effortless trip	40.5%	36.9%	28.1%	29.9%	34.4%	<b>36.0%</b>
Price	36.3%	39.0%	34.5%	31.9%	39.6%	<b>35.9%</b>
Environment	33.0%	32.2%	41.4%	44.7%	37.9%	<b>35.9%</b>
European belonging	36.2%	34.6%	37.6%	34.5%	33.2%	<b>35.3%</b>
Beaches	31.9%	35.3%	27.5%	35.4%	26.2%	<b>31.6%</b>
Gastronomy	27.2%	23.5%	27.0%	32.3%	25.2%	<b>26.6%</b>
Fun possibilities	25.8%	29.0%	23.2%	22.9%	20.5%	<b>25.1%</b>
Authenticity	19.7%	19.2%	26.4%	32.0%	18.9%	<b>22.0%</b>
Exoticism	11.1%	11.3%	16.0%	15.7%	10.4%	<b>12.3%</b>
Hiking trail network	8.2%	9.1%	16.1%	20.1%	13.0%	<b>11.8%</b>
Shopping	9.1%	11.5%	8.4%	10.7%	6.6%	<b>9.2%</b>
Culture	7.5%	8.0%	11.7%	15.2%	9.4%	<b>9.1%</b>
Historical heritage	6.6%	6.9%	13.1%	14.2%	7.2%	<b>8.6%</b>
Nightlife	7.4%	11.6%	5.8%	10.2%	5.2%	<b>7.9%</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	54.8%	73.6%	45.5%	63.5%	59.2%	<b>75.2%</b>
- Apartment	27.0%	11.3%	9.6%	8.2%	15.3%	<b>23.3%</b>
- Private accommodator	12.0%	10.1%	39.3%	22.7%	17.7%	<b>0.7%</b>
- Others	6.2%	5.0%	5.7%	5.6%	7.9%	<b>0.9%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	46.8%	75.3%	31.7%	44.9%	53.8%	<b>66.3%</b>
- Apartment	18.9%	9.0%	10.8%	4.7%	9.3%	<b>31.6%</b>
- Private accommodator	26.3%	11.9%	45.5%	48.5%	27.7%	<b>1.5%</b>
- Others	8.1%	3.8%	12.0%	1.8%	9.1%	<b>0.6%</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	59.0%	79.8%	48.0%	58.8%	58.5%	<b>81.4%</b>
- Apartment	24.8%	13.2%	7.1%	9.5%	13.5%	<b>17.8%</b>
- Private accommodator	12.9%	4.9%	42.9%	23.6%	24.5%	<b>0.5%</b>
- Others	3.3%	2.1%	2.0%	8.1%	3.4%	<b>0.2%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	61.0%	76.2%	59.7%	71.6%	68.4%	<b>36.9%</b>
- Apartment	28.0%	10.6%	3.1%	8.8%	15.9%	<b>63.1%</b>
- Private accommodator	6.3%	10.3%	32.5%	14.9%	8.6%	<b>--</b>
- Others	4.6%	2.9%	4.7%	4.7%	7.1%	<b>--</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	48.7%	63.2%	40.2%	59.1%	51.3%	<b>67.5%</b>
- Apartment	27.3%	10.9%	15.0%	8.2%	17.1%	<b>27.9%</b>
- Private accommodator	16.1%	15.4%	36.2%	25.4%	21.6%	<b>0.3%</b>
- Others	7.9%	10.5%	8.5%	7.2%	10.0%	<b>4.2%</b>

#### Length of stay (all markets)

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Type of accommodation</b>						
- Hotel	8.0	8.0	7.4	5.4	8.0	<b>7.7</b>
- Apartment	9.4	10.1	8.4	8.3	10.0	<b>9.7</b>
- Private accommodator	11.9	14.5	15.8	10.1	13.3	<b>12.5</b>
- Others	9.8	11.9	8.8	7.5	12.7	<b>10.6</b>

# Tourist profile by municipality

## Tenerife (2022)

### Activities in the Canary Islands



Outdoor time per day	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
0 - 8 hours	71.5%	61.3%	49.7%	35.4%	70.8%	<b>62.2%</b>
More than 8 hours	28.5%	38.7%	50.3%	64.6%	29.2%	<b>37.8%</b>

Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Walk, wander	78.3%	80.4%	84.4%	75.6%	79.1%	<b>79.3%</b>
Beach	65.1%	69.3%	69.3%	65.7%	66.6%	<b>67.3%</b>
Swimming pool, hotel facilities	75.8%	69.2%	59.7%	29.3%	68.7%	<b>63.8%</b>
Explore the island on their own	43.8%	44.2%	70.0%	63.1%	54.2%	<b>51.0%</b>
Taste Canarian gastronomy	23.6%	26.6%	43.7%	46.0%	24.3%	<b>30.2%</b>
Nature activities	17.0%	17.2%	38.9%	34.9%	24.8%	<b>24.3%</b>
Theme parks	23.9%	24.7%	34.7%	14.4%	21.4%	<b>23.5%</b>
Organized excursions	23.4%	23.0%	28.1%	10.1%	24.8%	<b>21.4%</b>
Sea excursions / whale watching	18.5%	17.7%	18.7%	7.7%	27.5%	<b>17.5%</b>
Nightlife / concerts / shows	16.2%	23.4%	14.3%	17.7%	8.9%	<b>16.6%</b>
Activities at sea	13.5%	14.7%	11.7%	11.3%	14.6%	<b>14.1%</b>
Sport activities	11.2%	13.0%	9.3%	14.1%	10.8%	<b>12.0%</b>
Wineries/markets/popular festivals	6.5%	6.5%	12.5%	15.0%	5.3%	<b>8.5%</b>
Museums / exhibitions	4.7%	4.8%	16.0%	13.3%	4.9%	<b>7.6%</b>
Beauty and health treatments	8.5%	6.9%	4.8%	4.6%	5.3%	<b>6.6%</b>
Astronomical observation	3.9%	3.5%	5.3%	4.5%	5.5%	<b>4.3%</b>

(\*) Multi-choice 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

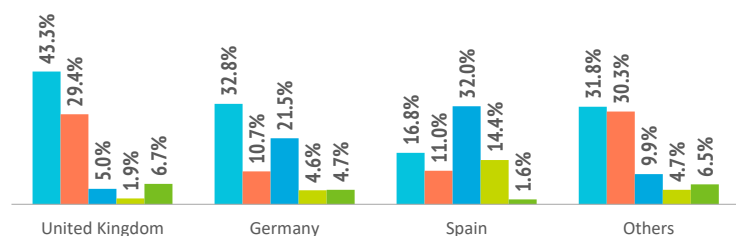
### Where are they from?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Tourists (&gt; 15 years old)</b>						
United Kingdom	848,180	575,115	98,362	37,632	130,436	<b>1,956,935</b>
Germany	181,459	59,430	119,252	25,230	26,258	<b>553,807</b>
Spain	120,365	78,439	229,018	103,248	11,565	<b>715,863</b>
Others	591,280	562,010	183,092	87,307	120,931	<b>1,856,477</b>
<b>% Tourists</b>						
United Kingdom	43.3%	29.4%	5.0%	1.9%	6.7%	<b>100%</b>
Germany	32.8%	10.7%	21.5%	4.6%	4.7%	<b>100%</b>
Spain	16.8%	11.0%	32.0%	14.4%	1.6%	<b>100%</b>
Others	31.8%	30.3%	9.9%	4.7%	6.5%	<b>100%</b>

### Tourist arrivals by municipality (2022)

■ 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€	42.5%	43.3%	47.1%	60.3%	<b>41.5%</b>	<b>44.7%</b>
Women	57.5%	56.7%	52.9%	39.7%	<b>58.5%</b>	<b>55.3%</b>
<b>Age range (&gt; 15 years old)</b>						
16 - 44 years old	49.1%	48.8%	56.9%	69.6%	<b>50.6%</b>	<b>53.2%</b>
Over 44 years old	50.9%	51.2%	43.1%	30.4%	<b>49.4%</b>	<b>46.8%</b>
<b>Occupation</b>						
Active	78.1%	77.1%	78.2%	87.7%	<b>77.2%</b>	<b>78.6%</b>
Inactive	21.9%	22.9%	21.8%	12.3%	<b>22.8%</b>	<b>21.4%</b>
<b>Annual household income level</b>						
Less than €50,000	44.1%	50.7%	62.6%	52.6%	<b>49.8%</b>	<b>50.1%</b>
More than €50,000	55.9%	49.3%	37.4%	47.4%	<b>50.2%</b>	<b>49.9%</b>
<b>Education level</b>						
No studies/Primary education	6.3%	6.6%	4.0%	1.8%	<b>6.5%</b>	<b>5.4%</b>
Secondary education	21.0%	21.0%	21.8%	13.5%	<b>17.6%</b>	<b>19.4%</b>
Higher education	72.7%	72.4%	74.2%	84.8%	<b>75.9%</b>	<b>75.2%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Average rating	8.92	8.85	8.66	8.90	<b>8.89</b>	<b>8.86</b>

Experience in the Canary Islar	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Worse or much worse than expected	2.6%	2.6%	4.6%	1.5%	<b>3.7%</b>	<b>2.8%</b>
Lived up to expectations	50.9%	53.0%	49.9%	44.5%	<b>49.1%</b>	<b>50.9%</b>
Better or much better than expected	46.5%	44.4%	45.5%	54.0%	<b>47.3%</b>	<b>46.3%</b>

Future intentions (scale 1-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Return to the Canary Islands	8.86	8.88	8.52	8.86	<b>8.77</b>	<b>8.82</b>
Recommend visiting	9.07	9.07	8.91	9.23	<b>9.09</b>	<b>9.07</b>

8,82/10

Return to the  
Canary Islands

9,07/10

Recommend visiting the  
Canary Islands

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



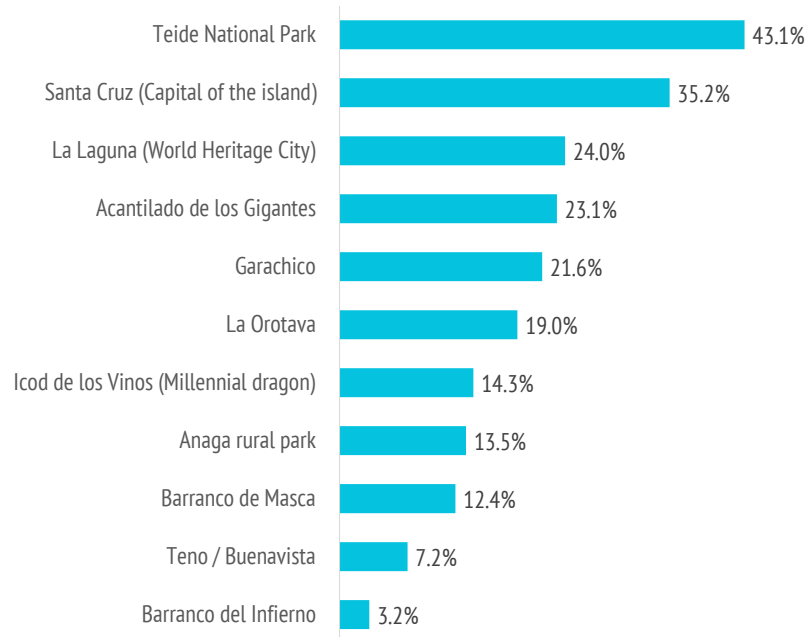
	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Repeat tourists</b>						
- Germany	68.0%	77.9%	68.1%	69.6%	74.3%	<b>68.0%</b>
- Spain	62.9%	69.7%	49.7%	65.7%	67.4%	<b>60.8%</b>
- United Kingdom	78.5%	78.1%	74.6%	59.7%	71.4%	<b>77.0%</b>
- Others	59.4%	67.2%	46.7%	48.9%	48.4%	<b>58.1%</b>
<b>Repeat tourists (3 or more visits)</b>						
- Germany	47.5%	55.8%	49.8%	37.9%	61.1%	<b>49.7%</b>
- Spain	45.1%	48.9%	30.3%	52.3%	43.2%	<b>43.1%</b>
- United Kingdom	63.7%	63.1%	55.1%	37.2%	56.8%	<b>61.7%</b>
- Others	42.0%	48.0%	28.3%	31.0%	25.1%	<b>39.6%</b>

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
One island	94.5%	93.8%	92.3%	86.0%	<b>94.2%</b>	<b>93.4%</b>
Two or more islands	5.5%	6.2%	7.7%	14.0%	<b>5.8%</b>	<b>6.6%</b>

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



\*Multi-choice question

”

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