

PROFILE OF TOURIST VISITING TENERIFE 2022



How many are they and how much do they spend?



	Tenerife	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	5,821,643	14,617,383
Tourist arrivals > 15 years old (EGT)	5,083,082	12,832,078
- book holiday package	2,225,064	6,128,916
- do not book holiday package	2,858,019	6,703,162
- % tourists who book holiday package	43.8%	47.8%
Share of total tourist	39.8%	100%
Children <= 15 years old (FRONTUR - EGT)	738,561	1,785,305
Expenditure per tourist (€)		
- book holiday package	1,520	1,492
- holiday package	1,219	1,236
- others	302	256
- do not book holiday package	1,181	1,152
- flight	320	311
- accommodation	405	405
- others	456	436
Average length of stay	9.09	9.24
- book holiday package	8.11	8.45
- do not book holiday package	9.85	9.96
Average daily expenditure (€)	166.3	160.5
- book holiday package	196.5	186.1
- do not book holiday package	142.9	137.1
Total turnover (> 15 years old) (€m)	6,758	16,863
- book holiday package	3,382	9,143
- do not book holiday package	3,376	7,720

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Tenerife	Canary Islands
Didn't have holidays	31.9%	31.7%
Canary Islands	18.9%	20.4%
Other destination	49.3%	48.0%

What other destinations do they consider for this trip?*

	Tenerife	Canary Islands
None	29.2%	28.3%
Canary Islands (other island)	22.5%	24.6%
Other destination	48.3%	47.1%

*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	73.8%	75.0%
Safety	50.0%	51.3%
Tranquility	43.4%	46.5%
Accommodation supply	40.9%	41.8%
Sea	40.8%	46.0%
Landscapes	37.5%	34.1%
Effortless trip	36.0%	37.5%
Price	35.9%	35.8%
Environment	35.8%	33.3%
European belonging	35.3%	36.5%
Beaches	31.6%	39.3%
Gastronomy	26.6%	26.6%
Fun possibilities	25.1%	23.3%
Authenticity	22.0%	22.3%
Exoticism	12.3%	11.8%
Hiking trail network	11.8%	10.1%
Shopping	9.2%	9.1%
Culture	9.1%	9.0%
Historical heritage	8.6%	8.4%
Nightlife	7.9%	7.9%

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 ENVIRONMENT



What is the main motivation for their holidays?

	Tenerife	Canary Islands
Rest	47.3%	51.1%
Enjoy family time	17.2%	16.1%
Have fun	9.0%	8.5%
Explore the destination	22.9%	20.3%
Practice their hobbies	1.7%	1.9%
Other reasons	2.0%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Tenerife	Canary Islands
The same day	0.7%	0.7%
Between 1 and 30 days	25.1%	27.8%
Between 1 and 2 months	25.8%	25.3%
Between 3 and 6 months	30.2%	28.8%
More than 6 months	18.3%	17.4%

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

	Tenerife	Canary Islands
Previous visits to the Canary Islands	49.4%	49.8%
Friends or relatives	34.2%	30.4%
Internet or social media	54.4%	54.2%
Mass Media	2.3%	2.0%
Travel guides and magazines	7.6%	7.0%
Travel Blogs or Forums	7.8%	6.9%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	19.8%	20.7%
Public administrations or similar	1.6%	1.3%
Others	3.5%	3.2%

* Multi-choise question

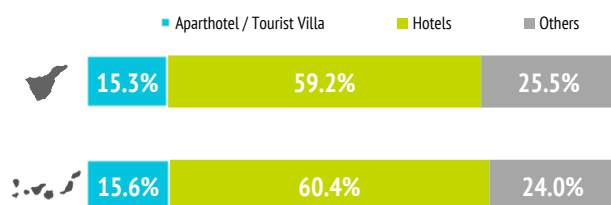
With whom did they book their flight and accommodation?

	Tenerife	Canary Islands
Flight		
- Directly with the airline	53.4%	50.0%
- Tour Operator or Travel Agency	46.6%	50.0%
Accommodation		
- Directly with the accommodation	39.1%	36.6%
- Tour Operator or Travel Agency	60.9%	63.4%

Where do they stay?

	Tenerife	Canary Islands
1-2-3* Hotel	8.2%	10.9%
4* Hotel	38.3%	39.0%
5* Hotel / 5* Luxury Hotel	12.7%	10.5%
Aparthotel / Tourist Villa	15.3%	15.6%
House/room rented in a private dwelling	8.2%	7.2%
Private accommodation (1)	9.5%	8.7%
Others (Cottage, cruise, camping,...)	7.9%	8.1%

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



What do they book?

	Tenerife	Canary Islands
Room only	28.6%	28.5%
Bed and Breakfast	17.1%	13.9%
Half board	22.3%	19.1%
Full board	3.5%	3.5%
All inclusive	28.4%	34.9%

28.6% of tourists book room only
(Canary Islands: 28.5%)

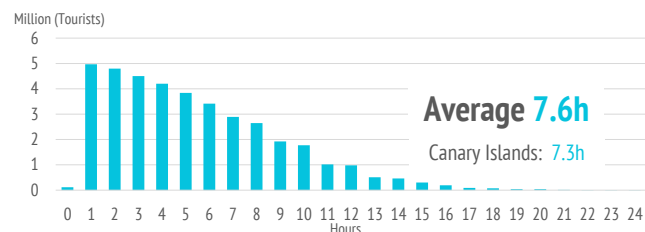
Other expenses

	Tenerife	Canary Islands
Restaurants or cafes	71.4%	66.4%
Supermarkets	56.5%	55.9%
Car rental	37.5%	32.0%
Organized excursions	29.5%	23.6%
Taxi, transfer, chauffeur service	50.2%	51.8%
Theme Parks	19.4%	10.9%
Sport activities	8.9%	7.9%
Museums	3.6%	5.2%
Flights between islands	4.4%	5.0%

Activities in the Canary Islands

Outdoor time per day	Tenerife	Canary Islands
0 hours	2.3%	2.5%
1 - 2 hours	9.2%	10.7%
3 - 6 hours	31.7%	32.7%
7 - 12 hours	46.9%	45.1%
More than 12 hours	10.0%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tenerife	Canary Islands
Walk, wander	79.3%	73.8%
Beach	67.3%	71.3%
Swimming pool, hotel facilities	63.8%	61.1%
Explore the island on their own	51.0%	48.7%
Taste Canarian gastronomy	30.2%	27.0%
Theme parks	23.5%	14.4%
Organized excursions	21.4%	17.4%
Hiking	20.4%	18.5%
Sea excursions / whale watching	17.5%	12.7%
Nightlife / concerts / shows	16.6%	15.3%
Swim	9.8%	10.1%
Other Nature Activities	8.9%	8.1%
Wineries / markets / popular festivals	8.5%	10.6%
Museums / exhibitions	7.6%	10.0%
Beauty and health treatments	6.6%	5.9%
Running	5.1%	5.9%
Practice other sports	4.5%	4.7%
Astronomical observation	4.3%	3.7%
Scuba Diving	3.0%	3.0%
Golf	2.5%	2.1%
Surf	2.5%	3.1%
Cycling / Mountain bike	1.7%	3.3%
Windsurf / Kitesurf	0.9%	1.2%

* Multi-choise question

TENERIFE 23.5%
CANARY ISLANDS 14.4%



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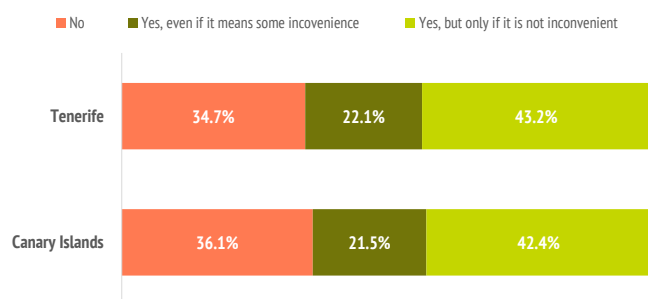


Which places do they visit in Tenerife?

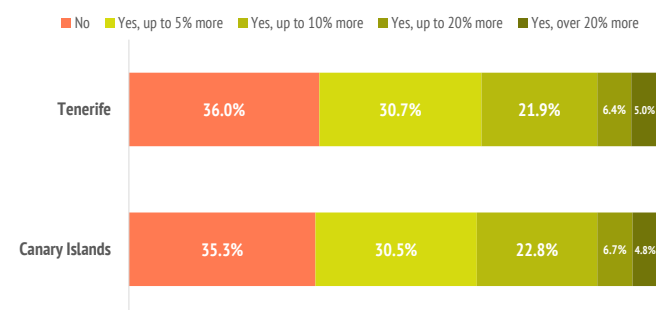
	%	Absolute
Teide National Park	43.1%	2,210,945
Santa Cruz	35.2%	1,801,840
La Laguna	24.0%	1,231,695
Los Gigantes Cliffs	23.1%	1,186,368
Garachico	21.6%	1,106,326
La Orotava	19.0%	971,374
Icod de los Vinos	14.3%	730,764
Anaga rural park	13.5%	690,749
Barranco de Masca	12.4%	633,128
Teno / Buenavista	7.2%	371,595
Barranco del Infierno	3.2%	162,793

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	Tenerife	Canary Islands
Quality of life on the island	8.11	8.08
Tolerance towards tourism	8.54	8.58
Cleanliness of the island	8.28	8.30
Air quality	8.44	8.49
Rational water consumption	7.46	7.46
Energy saving	6.90	6.93
Use of renewable energy	6.91	7.03
Recycling	7.14	7.14
Easy to get around by public transport	7.38	7.36
Overcrowding in tourist areas	6.75	6.65
Supply of local products	7.20	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

How many islands do they visit during their trip?

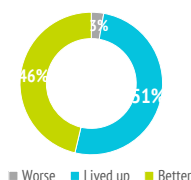
	Tenerife	Canary Islands
One island	93.4%	92.6%
Two islands	5.7%	6.3%
Three or more islands	0.9%	1.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tenerife	Canary Islands
Average rating	8.86	8.85

Experience in the Canary Islands	Tenerife	Canary Islands
Worse or much worse than expected	2.8%	2.8%
Lived up to expectations	50.9%	53.5%
Better or much better than expected	46.3%	43.7%

Future intentions (scale 1-10)	Tenerife	Canary Islands
Return to the Canary Islands	8.82	8.82
Recommend visiting the Canary Island	9.07	9.06



Experience in the
Canary Islands



Return to the Canary
Islands



Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	in Tenerife	in the Canary Islands
Tenerife: Repeat tourists	61.8%	50.5%
Tenerife: At least 10 previous visits	9.6%	5.2%
Canary Islands: Repeat tourists	66.8%	70.1%
Canary Islands: At least 10 previous visits	16.8%	19.1%

MAIN SOURCE MARKETS: % REPEAT TOURISTS

United Kingdom **72%**
Germany **62%**
Spanish M. **58%**
Grance **40%**



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Where are they from?



	%	Absolute
United Kingdom	38.5%	1,956,935
Spanish Mainland	14.1%	715,863
Germany	10.9%	553,807
France	5.5%	277,591
Italy	5.0%	253,866
Belgium	4.1%	210,037
Netherlands	3.7%	189,940
Ireland	3.1%	155,532
Poland	1.9%	97,849
Denmark	1.8%	92,745
Portugal	1.1%	55,318
Norway	1.1%	53,654
Sweden	1.0%	51,578
Switzerland	1.0%	51,304
Finland	1.0%	49,635
Austria	0.9%	44,773
Czech Republic	0.9%	44,419
Others	4.5%	228,235

Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	8.5%	10.0%
Only with partner	47.3%	46.1%
Only with children (< 13 years old)	4.5%	4.9%
Partner + children (< 13 years old)	8.3%	7.3%
Other relatives	10.0%	9.9%
Friends	7.1%	7.3%
Work colleagues	0.6%	0.6%
Organized trip	0.4%	0.3%
Other combinations (1)	13.1%	13.7%

(1) Different situations have been isolated

Tourists with children	18.4%	18.0%
- Between 0 and 2 years old	1.3%	1.3%
- Between 3 and 12 years old	15.8%	15.5%
- Between 0 -2 and 3-12 years	1.3%	1.2%
Tourists without children	81.6%	82.0%
Group composition:		
- 1 person	10.8%	12.6%
- 2 people	55.0%	53.9%
- 3 people	12.5%	12.1%
- 4 or 5 people	17.9%	17.3%
- 6 or more people	3.7%	4.1%
Average group size:	2.61	2.60

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN



Who are they?



	Tenerife	Canary Islands
Gender		
Men	44.7%	48.4%
Women	55.3%	51.6%
Age		
Average age (tourist > 15 years old)	44.5	45.7
Standard deviation	15.8	16.0
Age range (> 15 years old)		
16 - 24 years old	10.7%	10.4%
25 - 30 years old	12.9%	11.5%
31 - 45 years old	31.5%	29.4%
46 - 60 years old	25.6%	27.2%
Over 60 years old	19.3%	21.5%
Occupation		
Salaried worker	58.0%	57.4%
Self-employed	11.1%	10.8%
Unemployed	1.1%	1.0%
Business owner	8.2%	8.3%
Student	4.8%	4.6%
Retired	15.2%	16.5%
Unpaid domestic work	0.7%	0.6%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.2%	14.3%
€25,000 - €49,999	35.0%	34.3%
€50,000 - €74,999	24.4%	25.4%
More than €74,999	25.5%	26.0%
Education level		
No studies	3.9%	3.6%
Primary education	1.5%	1.7%
Secondary education	19.4%	20.2%
Higher education	75.2%	74.5%



4 IN 10 TOURISTS ARE
BRITISH

45 YEARS OLD
AVERAGE AGE

47%
ONLY WITH
PARTNER



Pictures: Freepik.com

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.