

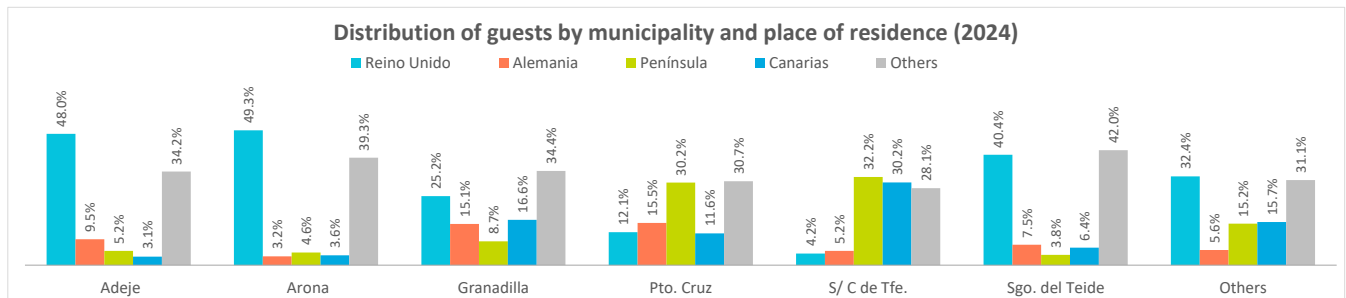
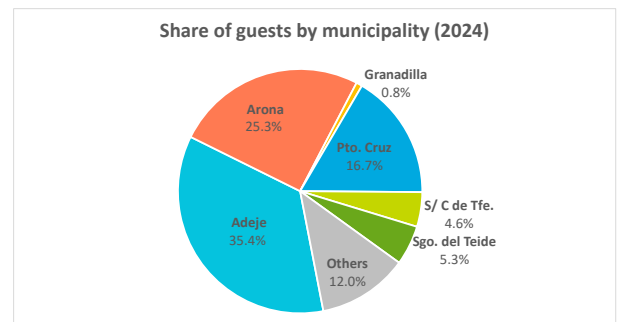
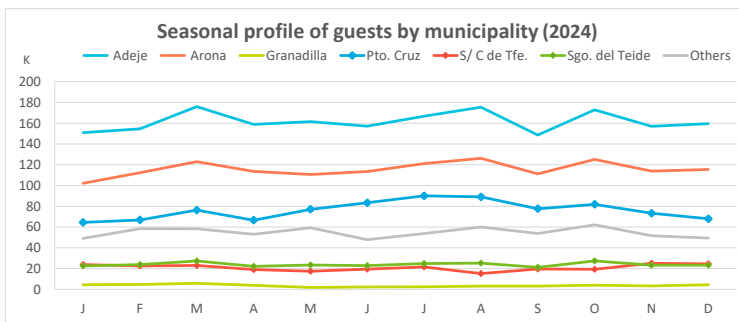
# Tourist profile by municipality Tenerife (2024)



## GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay							Tenerife	Accommodation type	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
International	1,777,079	1,273,163	32,683	532,119	94,305	258,622	453,875	<b>4,421,846</b>	3,391,037	1,030,809
- United Kingdom	930,359	683,651	11,037	110,313	10,656	116,159	213,091	2,075,266	1,531,805	543,461
- Germany	183,463	44,501	6,595	141,364	13,127	21,459	36,508	447,017	390,913	56,104
Spanish Mainland	101,169	64,415	3,803	275,953	80,773	10,812	99,536	<b>636,461</b>	549,272	87,189
Canary Islands	60,650	50,245	7,251	106,284	75,793	18,376	103,374	<b>421,973</b>	339,331	82,642
<b>Total</b>	<b>1,938,898</b>	<b>1,387,823</b>	<b>43,737</b>	<b>914,356</b>	<b>250,871</b>	<b>287,810</b>	<b>656,785</b>	<b>5,480,280</b>	<b>4,279,640</b>	<b>1,200,640</b>

Place of residence:	Municipality of stay (%)							Tenerife	Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
International	91.7%	91.7%	74.7%	58.2%	37.6%	89.9%	69.1%	<b>80.7%</b>	79.2%	85.9%
- United Kingdom	48.0%	49.3%	25.2%	12.1%	4.2%	40.4%	32.4%	37.9%	35.8%	45.3%
- Germany	9.5%	3.2%	15.1%	15.5%	5.2%	7.5%	5.6%	8.2%	9.1%	4.7%
Spanish Mainland	5.2%	4.6%	8.7%	30.2%	32.2%	3.8%	15.2%	<b>11.6%</b>	12.8%	7.3%
Canary Islands	3.1%	3.6%	16.6%	11.6%	30.2%	6.4%	15.7%	<b>7.7%</b>	7.9%	6.9%
<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							Tenerife	Accommodation type	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
<b>Bednights</b>										
International	13,097,003	9,463,234	168,823	4,071,400	275,874	1,885,040	2,892,900	<b>31,854,274</b>	23,727,752	8,126,522
- United Kingdom	6,689,570	4,858,902	69,733	786,563	36,521	857,461	1,374,914	14,673,664	10,664,839	4,008,825
- Germany	1,483,358	358,116	39,071	1,374,516	42,161	190,327	269,225	3,756,774	3,202,025	554,749
Spanish Mainland	523,401	312,717	11,495	1,393,065	174,490	55,855	425,249	<b>2,896,272</b>	2,463,501	432,771
Canary Islands	219,209	239,030	14,324	287,334	133,909	47,885	384,511	<b>1,326,202</b>	976,447	349,755
<b>Total</b>	<b>13,839,613</b>	<b>10,014,981</b>	<b>194,642</b>	<b>5,751,799</b>	<b>584,273</b>	<b>1,988,780</b>	<b>3,702,660</b>	<b>36,076,748</b>	<b>27,167,700</b>	<b>8,909,048</b>
<b>Length of stay</b>										
International	7.4	7.4	5.2	7.7	2.9	7.3	--	<b>7.2</b>	7.0	7.9
- United Kingdom	7.2	7.1	6.3	7.1	3.4	7.4	--	7.1	7.0	7.4
- Germany	8.1	8.0	5.9	9.7	3.2	8.9	--	8.4	8.2	9.9
Spanish Mainland	5.2	4.9	3.0	5.0	2.2	5.2	--	<b>4.6</b>	4.5	5.0
Canary Islands	3.6	4.8	2.0	2.7	1.8	2.6	--	<b>3.1</b>	2.9	4.2
<b>Total</b>	<b>7.1</b>	<b>7.2</b>	<b>4.5</b>	<b>6.3</b>	<b>2.3</b>	<b>6.9</b>	--	<b>6.6</b>	--	--
ADR (€)	151.5	115.8	89.9	74.6	96.9	138.5	--	<b>125.3</b>	135.8	86.9
RevPar (€)	131.2	97.1	64.6	61.3	69.8	119.5	--	<b>104.7</b>	114.6	70.3
Total revenue (€ million)	951.5	514.4	10.5	217.5	36.5	118.9	--	<b>2,045</b>	1,738	306.9
Bed-space occupancy rate (%)	81.5	72.5	59.3	78.7	59.0	84.8	--	<b>77.6</b>	81.3	68.1
Occupancy rate per room/apartment (%)	86.6	83.9	71.9	82.2	72.0	86.3	--	<b>83.6</b>	84.3	81.0
Tourist population <sup>(1)</sup>	37,917	27,438	533	15,758	1,601	5,449	10,144	<b>98,840</b>	--	--
Employment	11,528	5,320	170	3,558	605	1,384	3,563	<b>26,128</b>	22,329	3,799

<sup>(1)</sup> Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

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 (2024)

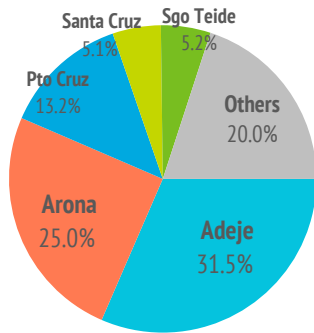


### How many are they and how much do they spend?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Tourist arrivals (≥ 16 years old)	1,978,216	1,567,411	831,232	318,904	328,004	<b>6,277,692</b>
Average daily expenditure (€)	206.74	184.55	160.84	149.40	173.91	<b>183.08</b>
Average length of stay	8.74	9.30	8.81	6.97	9.14	<b>8.97</b>
Turnover per tourist (€)	1,607	1,510	1,211	895	1,379	<b>1,431</b>
Total turnover (≥ 16 years old)(€m)	3,179	2,367	1,006	285.5	452	<b>8,982</b>
Share of total turnover	35.4%	26.3%	11.2%	3.2%	5%	<b>100%</b>
Share of total tourists	31.5%	25.0%	13.2%	5.1%	5%	<b>100%</b>

### Share of tourists by municipality (2024)



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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Rest	54.9%	49.9%	35.9%	22.3%	48.4%	<b>44.9%</b>
Explore the destination	16.4%	17.9%	43.9%	30.1%	27.0%	<b>25.1%</b>
Other reasons	28.8%	32.2%	20.2%	47.5%	24.7%	<b>30.0%</b>

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Between 0 and 30 days	20.3%	19.7%	25.8%	39.0%	20.5%	<b>22.7%</b>
Between 1 and 2 months	20.9%	22.9%	26.5%	27.0%	24.6%	<b>23.7%</b>
More than 3 months	58.8%	57.5%	47.7%	34.0%	55.0%	<b>53.6%</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	52.2%	54.8%	37.2%	30.7%	47.8%	<b>47.6%</b>
Friends or relatives	28.9%	34.4%	30.4%	47.4%	29.6%	<b>33.9%</b>
Internet or social media	51.6%	50.4%	56.6%	52.2%	59.3%	<b>53.3%</b>
Tour Operator or Travel Agency	25.2%	17.7%	22.0%	6.0%	22.4%	<b>18.7%</b>
Others	18.0%	16.3%	25.9%	23.9%	25.6%	<b>21.2%</b>

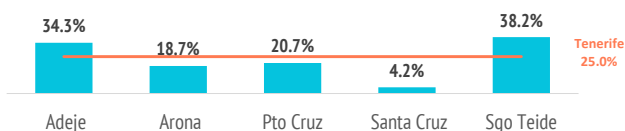
(\*) Multi-choice question

### What do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Room only/ Bed & Breakfast	40.9%	60.0%	40.8%	82.8%	38.8%	<b>52.1%</b>
Half board / Full board	24.7%	21.4%	38.5%	13.0%	23.0%	<b>23.0%</b>
All inclusive	34.3%	18.7%	20.7%	4.2%	38.2%	<b>25.0%</b>

### ALL INCLUSIVE



(Canary Islands: 32.1%)

### Importance of each factor in the destination choice



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Climate	80.8%	78.5%	64.6%	63.3%	78.3%	<b>75.3%</b>
Safety	59.1%	56.6%	48.1%	42.7%	59.1%	<b>54.7%</b>
Tranquility	47.1%	44.8%	45.3%	44.6%	52.3%	<b>47.0%</b>
Accommodation supply	50.5%	44.3%	33.3%	24.2%	45.0%	<b>41.8%</b>
Sea	39.3%	38.3%	39.6%	45.7%	41.9%	<b>40.1%</b>
Landscapes	31.1%	31.1%	51.0%	56.1%	43.7%	<b>39.0%</b>
Effortless trip	41.9%	39.1%	33.1%	29.3%	38.3%	<b>38.1%</b>
Price	39.6%	41.2%	33.9%	29.5%	38.9%	<b>37.5%</b>
Environment	33.7%	35.7%	39.9%	47.8%	38.7%	<b>37.0%</b>
European belonging	37.6%	35.1%	35.9%	37.1%	35.6%	<b>36.6%</b>
Beaches	33.4%	35.4%	28.4%	38.2%	23.3%	<b>32.1%</b>
Gastronomy	27.1%	24.8%	29.2%	32.8%	24.4%	<b>27.1%</b>
Fun possibilities	26.6%	30.3%	23.8%	26.9%	20.7%	<b>25.8%</b>
Authenticity	19.2%	20.1%	28.5%	34.0%	25.0%	<b>22.9%</b>
Exoticism	10.7%	11.4%	16.7%	15.7%	10.6%	<b>12.4%</b>
Shopping	10.5%	13.8%	8.5%	11.3%	7.5%	<b>10.3%</b>
Culture	7.8%	9.2%	13.8%	14.2%	9.7%	<b>10.1%</b>
Historical heritage	7.0%	7.9%	14.4%	13.7%	8.9%	<b>9.7%</b>
Nightlife	8.6%	12.3%	5.4%	12.6%	4.2%	<b>8.7%</b>
Hiking trail network	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</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	45.8%	71.6%	46.2%	59.7%	54.4%	<b>71.6%</b>
- Apartment	28.0%	12.5%	1.6%	11.5%	15.4%	<b>26.1%</b>
- Private accommodation	24.5%	14.9%	49.1%	27.1%	27.2%	<b>2.3%</b>
- Others	1.7%	1.1%	3.2%	1.7%	3.1%	<b>0.0%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	39.6%	70.4%	44.1%	61.9%	51.8%	<b>50.6%</b>
- Apartment	19.0%	6.9%	2.2%	9.3%	7.8%	<b>45.0%</b>
- Private accommodation	40.0%	21.6%	49.4%	28.8%	36.3%	<b>4.4%</b>
- Others	1.3%	1.1%	4.4%	0.0%	4.1%	<b>0.0%</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	53.2%	78.9%	54.2%	65.0%	59.6%	<b>89.0%</b>
- Apartment	20.2%	13.1%	1.6%	10.5%	9.4%	<b>10.9%</b>
- Private accommodation	25.9%	7.6%	42.2%	24.4%	29.3%	<b>0.1%</b>
- Others	0.8%	0.5%	2.0%	0.0%	1.7%	<b>0.0%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	49.7%	77.8%	47.6%	68.8%	61.5%	<b>87.1%</b>
- Apartment	32.1%	13.4%	0.0%	11.4%	19.6%	<b>8.4%</b>
- Private accommodation	16.6%	8.9%	50.1%	18.0%	17.2%	<b>4.5%</b>
- Others	1.5%	0.0%	2.3%	1.8%	1.7%	<b>0.0%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	41.6%	61.7%	38.3%	49.2%	46.4%	<b>69.4%</b>
- Apartment	25.6%	15.8%	1.9%	12.2%	15.7%	<b>27.4%</b>
- Private accommodation	30.8%	20.4%	55.6%	36.5%	33.4%	<b>3.0%</b>
- Others	2.0%	2.2%	4.2%	2.2%	4.5%	<b>0.2%</b>

### Length of stay (all markets)

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Type of accommodation</b>						
- Hotel	7.9	8.0	7.4	5.7	7.7	<b>7.7</b>
- Apartment	8.4	8.7	8.0	10.2	9.0	<b>8.7</b>
- Private accommodation	12.4	12.4	16.1	8.0	12.5	<b>11.7</b>
- Others	10.1	11.9	7.9	8.8	6.6	<b>9.6</b>

# Tourist profile by municipality

## Tenerife (2024)



### Activities in the Canary Islands



Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Outdoor time per day						
0 - 8 hours	69.8%	61.1%	50.6%	41.4%	70.5%	<b>61.7%</b>
More than 8 hours	30.2%	38.9%	49.4%	58.6%	29.5%	<b>38.3%</b>
Walk, wander	76.3%	80.5%	81.1%	77.5%	75.6%	<b>78.4%</b>
Beach	64.1%	66.7%	66.9%	64.1%	59.8%	<b>65.7%</b>
Swimming pool, hotel facilities	72.5%	66.3%	59.3%	24.9%	64.7%	<b>61.0%</b>
Explore the island on their own	41.2%	44.0%	69.2%	61.3%	53.4%	<b>51.5%</b>
Taste Canarian gastronomy	23.7%	27.7%	40.4%	40.8%	25.5%	<b>30.6%</b>
Nature activities	16.0%	18.0%	36.3%	35.1%	21.9%	<b>25.0%</b>
Theme parks	24.3%	25.7%	32.1%	15.8%	18.2%	<b>24.0%</b>
Organized excursions	19.4%	20.8%	24.4%	11.4%	22.7%	<b>18.9%</b>
Nightlife / concerts / shows	17.5%	24.5%	13.8%	22.5%	9.8%	<b>17.5%</b>
Sport activities	10.8%	13.5%	9.6%	11.1%	13.9%	<b>12.3%</b>
Activities at sea	11.9%	12.0%	7.6%	8.4%	11.0%	<b>11.2%</b>
Wineries/markets/popular festivals	6.9%	8.6%	11.7%	20.7%	6.1%	<b>9.5%</b>
Museums / exhibitions	5.0%	4.9%	15.4%	12.1%	6.5%	<b>8.0%</b>
Beauty and health treatments	8.1%	5.7%	5.0%	3.2%	5.7%	<b>6.1%</b>
Astronomical observation	3.8%	4.1%	6.2%	5.6%	5.4%	<b>4.9%</b>
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>

(\* Multi-choice question)

### Who do they come with?



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

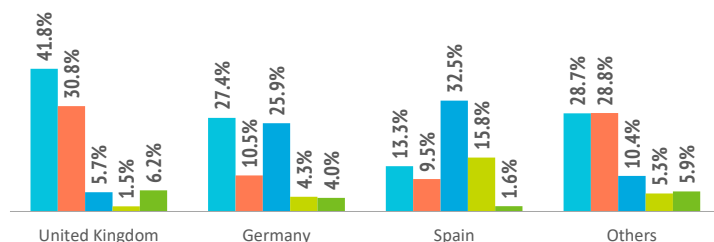
### Where are they from?



Where are they from?	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Tourists (&gt; 15 years old)</b>						
United Kingdom	984,193	726,178	133,305	35,687	146,349	<b>2,355,897</b>
Germany	203,854	78,486	192,428	32,026	29,772	<b>744,297</b>
Spain	105,242	75,561	257,818	125,465	12,336	<b>794,245</b>
Others	684,928	687,185	247,680	125,725	139,547	<b>2,383,252</b>
<b>% Tourists</b>						
United Kingdom	41.8%	30.8%	5.7%	1.5%	6.2%	<b>100%</b>
Germany	27.4%	10.5%	25.9%	4.3%	4.0%	<b>100%</b>
Spain	13.3%	9.5%	32.5%	15.8%	1.6%	<b>100%</b>
Others	28.7%	28.8%	10.4%	5.3%	5.9%	<b>100%</b>

### Tourist arrivals by municipality (2024)

■ Adeje ■ Arona ■ Pto Cruz ■ Santa Cruz ■ Sgo Teide



### Who are they?



Who are they?	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Gender</b>						
Menos de 50.000€	46.8%	47.1%	48.7%	55.8%	<b>48.0%</b>	<b>47.8%</b>
Women	53.2%	52.9%	51.3%	44.2%	<b>52.0%</b>	<b>52.2%</b>
<b>Age range (&gt; 15 years old)</b>						
16 - 44 years old	50.3%	51.8%	58.6%	68.2%	<b>52.5%</b>	<b>54.6%</b>
Over 44 years old	49.7%	48.2%	41.4%	31.8%	<b>47.5%</b>	<b>45.4%</b>
<b>Occupation</b>						
Active	75.0%	73.1%	76.9%	84.2%	<b>77.9%</b>	<b>76.2%</b>
Inactive	25.0%	26.9%	23.1%	15.8%	<b>22.1%</b>	<b>23.8%</b>
<b>Annual household income level</b>						
Less than €50,000	42.7%	47.5%	59.0%	56.0%	<b>43.1%</b>	<b>47.9%</b>
More than €50,000	57.3%	52.5%	41.0%	44.0%	<b>56.9%</b>	<b>52.1%</b>
<b>Education level</b>						
No studies/Primary education	6.6%	8.1%	5.7%	2.8%	<b>5.6%</b>	<b>6.0%</b>
Secondary education	20.8%	22.5%	20.5%	12.0%	<b>18.6%</b>	<b>19.6%</b>
Higher education	72.6%	69.4%	73.8%	85.1%	<b>75.8%</b>	<b>74.4%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Average rating	8.75	8.70	8.60	8.64	<b>8.78</b>	<b>8.73</b>

Experience in the Canary Islar	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Worse or much worse than expected	2.9%	2.9%	4.2%	6.3%	<b>2.2%</b>	<b>3.1%</b>
Lived up to expectations	53.8%	55.5%	50.7%	47.2%	<b>54.4%</b>	<b>52.7%</b>
Better or much better than expected	43.2%	41.6%	45.1%	46.5%	<b>43.4%</b>	<b>44.2%</b>

Future intentions (scale 1-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Return to the Canary Islands	8.76	8.79	8.50	8.64	<b>8.71</b>	<b>8.74</b>
Recommend visiting	8.95	8.95	8.82	8.86	<b>9.01</b>	<b>8.96</b>

**8.74/10**

Return to the Canary Islands

**8.96/10**

Recommend visiting the Canary Islands

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



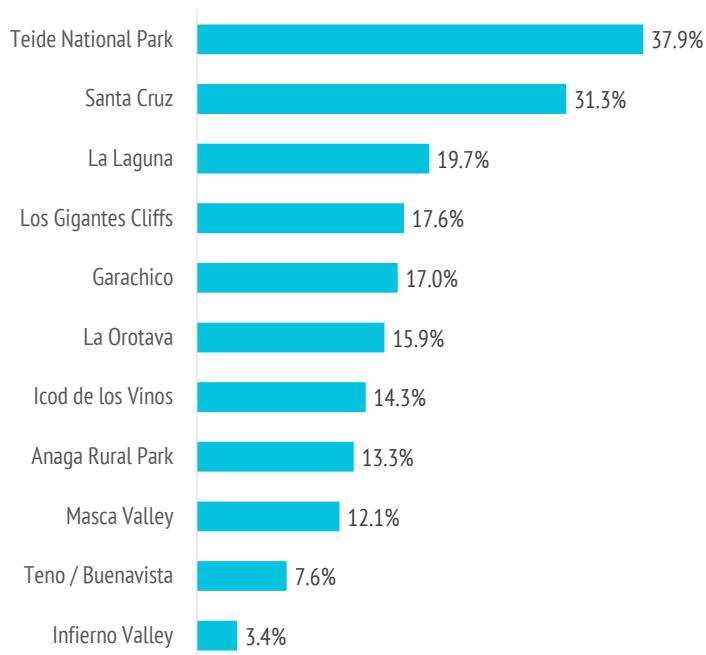
How many are loyal to the Canary Islands?	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Repeat tourists</b>						
- Germany	65.3%	68.3%	62.2%	66.3%	71.4%	<b>66.2%</b>
- Spain	69.1%	63.2%	58.6%	69.5%	54.4%	<b>64.8%</b>
- United Kingdom	82.1%	81.9%	68.1%	84.9%	79.8%	<b>80.9%</b>
- Others	59.1%	65.3%	50.9%	52.7%	56.3%	<b>57.6%</b>
<b>Repeat tourists (3 or more visits)</b>						
- Germany	49.0%	51.1%	44.9%	41.6%	47.7%	<b>48.5%</b>
- Spain	49.3%	43.6%	33.2%	50.9%	39.7%	<b>43.3%</b>
- United Kingdom	66.0%	67.9%	53.4%	54.6%	62.7%	<b>65.5%</b>
- Others	41.2%	47.4%	31.3%	32.9%	34.7%	<b>39.5%</b>

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



How many islands do they visit during their trip?	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
One island	94.8%	94.0%	92.4%	86.7%	<b>93.5%</b>	<b>93.4%</b>
Two or more islands	5.2%	6.0%	7.6%	13.3%	<b>6.5%</b>	<b>6.6%</b>

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



\*\*Multi-choice question

”

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