

# Tourist profile by municipality

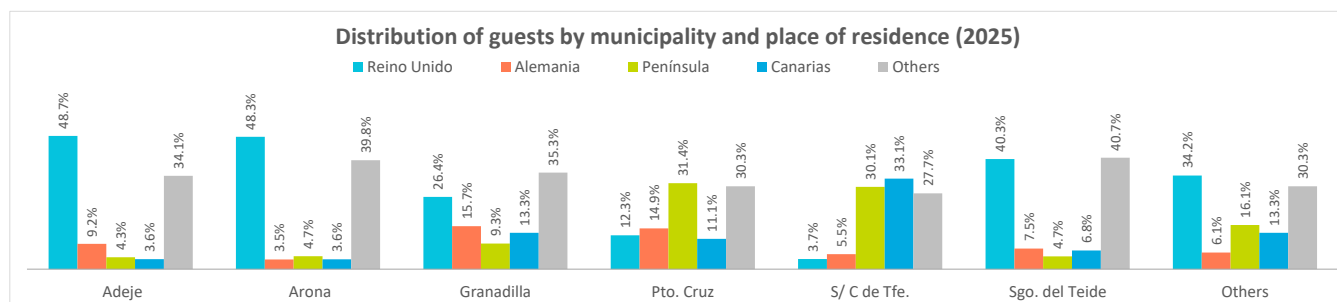
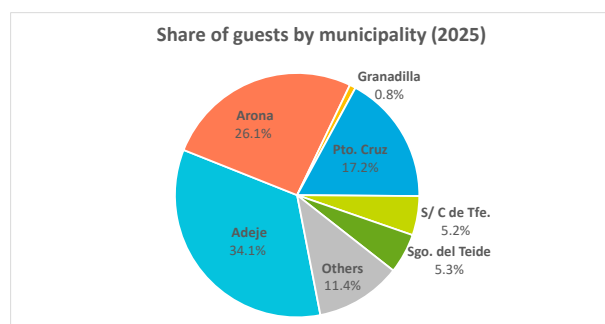
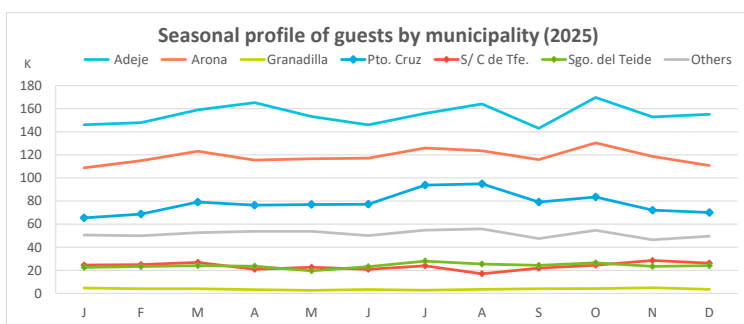
## Tenerife (2025)



### 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	1,710,282	1,303,292	34,376	538,976	104,198	254,674	437,063	<b>4,382,861</b>	3,316,915	1,065,946
- United Kingdom	904,858	687,259	11,732	115,762	10,456	115,809	212,020	2,057,896	1,491,760	566,136
- Germany	171,611	50,301	6,972	139,475	15,417	21,670	37,512	442,958	384,652	58,306
Spanish Mainland	80,536	66,849	4,151	294,370	84,941	13,384	100,016	<b>644,247</b>	540,672	103,575
Canary Islands	67,419	51,408	5,908	104,050	93,462	19,606	82,307	<b>424,160</b>	341,262	82,898
<b>Total</b>	<b>1,858,237</b>	<b>1,421,549</b>	<b>44,435</b>	<b>937,396</b>	<b>282,601</b>	<b>287,664</b>	<b>619,386</b>	<b>5,451,268</b>	<b>4,198,849</b>	<b>1,252,419</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	92.0%	91.7%	77.4%	57.5%	36.9%	88.5%	70.6%	<b>80.4%</b>	79.0%	85.1%
- United Kingdom	48.7%	48.3%	26.4%	12.3%	3.7%	40.3%	34.2%	<b>37.8%</b>	35.5%	45.2%
- Germany	9.2%	3.5%	15.7%	14.9%	5.5%	7.5%	6.1%	<b>8.1%</b>	9.2%	4.7%
Spanish Mainland	4.3%	4.7%	9.3%	31.4%	30.1%	4.7%	16.1%	<b>11.8%</b>	12.9%	8.3%
Canary Islands	3.6%	3.6%	13.3%	11.1%	33.1%	6.8%	13.3%	<b>7.8%</b>	8.1%	6.6%
<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	12,459,975	9,420,025	170,454	3,950,023	271,901	1,890,538	2,663,180	<b>30,826,096</b>	22,666,990	8,159,106
- United Kingdom	6,403,412	4,850,627	68,352	772,586	30,846	888,724	1,249,662	14,264,209	10,164,920	4,099,289
- Germany	1,371,271	376,020	40,468	1,283,316	43,215	189,850	265,638	3,569,778	3,003,868	565,910
Spanish Mainland	434,803	352,458	13,248	1,476,804	185,532	69,346	429,369	<b>2,961,560</b>	2,443,464	518,096
Canary Islands	218,955	221,651	13,767	239,589	158,037	53,311	285,371	<b>1,190,681</b>	860,993	329,688
<b>Total</b>	<b>13,113,733</b>	<b>9,994,134</b>	<b>197,469</b>	<b>5,666,416</b>	<b>615,470</b>	<b>2,013,195</b>	<b>3,377,920</b>	<b>34,978,337</b>	<b>25,971,447</b>	<b>9,006,890</b>
<b>Length of stay</b>										
International	7.3	7.2	5.0	7.3	2.6	7.4	--	<b>7.0</b>	6.8	7.7
- United Kingdom	7.1	7.1	5.8	6.7	3.0	7.7	--	6.9	6.8	7.2
- Germany	8.0	7.5	5.8	9.2	2.8	8.8	--	8.1	7.8	9.7
Spanish Mainland	5.4	5.3	3.2	5.0	2.2	5.2	--	<b>4.6</b>	4.5	5.0
Canary Islands	3.2	4.3	2.3	2.3	1.7	2.7	--	<b>2.8</b>	2.5	4.0
<b>Total</b>	<b>7.1</b>	<b>7.0</b>	<b>4.4</b>	<b>6.0</b>	<b>2.2</b>	<b>7.0</b>	--	<b>6.4</b>	--	--
ADR (€)	159.2	124.5	99.8	82.6	102.3	118.5	--	<b>132.8</b>	143.3	96.4
RevPar (€)	135.6	103.1	69.0	67.1	76.3	101.6	--	<b>109.9</b>	119.4	77.9
Total revenue (€ million)	944.4	542.7	11.4	237.1	39.2	101.6	--	<b>2,121</b>	1,778	343.8
Bed-space occupancy rate (%)	79.5	73.6	59.3	77.5	63.0	84.9	--	<b>76.3</b>	79.4	68.6
Occupancy rate per room/apartment (%)	85.2	82.8	69.1	81.3	74.5	85.8	--	<b>82.8</b>	83.4	80.8
Tourist population <sup>(1)</sup>	35,928	27,381	541	15,524	1,686	5,516	9,255	<b>95,831</b>	--	--
Employment	11,391	5,576	149	3,664	617	1,404	3,757	<b>26,558</b>	22,453	4,105

<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 (2025)

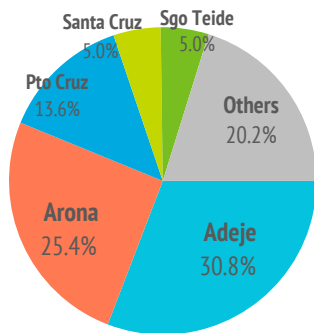


### How many are they and how much do they spend?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Tourist arrivals (≥ 16 years old)	1,986,307	1,634,112	877,845	320,496	324,294	<b>6,443,553</b>
Average daily expenditure (€)	206.93	178.93	165.99	150.27	186.80	<b>182.15</b>
Average length of stay	8.66	9.38	8.53	8.02	8.97	<b>8.92</b>
Turnover per tourist (€)	1,622	1,447	1,237	957	1,508	<b>1,418</b>
Total turnover (≥ 16 years old)(€m)	3,223	2,365	1,086	306.7	489	<b>9,134</b>
Share of total turnover	35.3%	25.9%	11.9%	3.4%	5%	<b>100%</b>
Share of total tourists	30.8%	25.4%	13.6%	5.0%	5%	<b>100%</b>

### Share of tourists by municipality (2025)



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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Rest	54.4%	51.8%	33.3%	16.6%	47.1%	<b>44.1%</b>
Explore the destination	17.3%	18.2%	47.5%	42.7%	28.1%	<b>27.4%</b>
Other reasons	28.3%	30.0%	19.2%	40.7%	24.8%	<b>28.5%</b>

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Between 0 and 30 days	19.5%	19.5%	26.8%	30.2%	18.7%	<b>22.3%</b>
Between 1 and 2 months	19.6%	21.4%	25.1%	28.4%	23.9%	<b>22.8%</b>
More than 3 months	61.0%	59.1%	48.0%	41.5%	57.4%	<b>55.0%</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	54.6%	55.0%	37.0%	30.7%	48.9%	<b>47.5%</b>
Friends or relatives	28.8%	28.6%	29.3%	45.0%	29.6%	<b>31.9%</b>
Internet or social media	49.0%	48.6%	55.7%	55.9%	56.8%	<b>52.6%</b>
Tour Operator or Travel Agency	22.3%	17.5%	22.1%	6.5%	22.5%	<b>17.5%</b>
Others	16.8%	15.1%	24.4%	33.0%	25.5%	<b>20.6%</b>

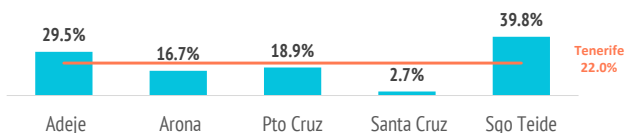
(\*) Multi-choice question

### What do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Room only/ Bed & Breakfast	46.5%	61.6%	45.9%	89.3%	39.7%	<b>56.6%</b>
Half board / Full board	24.0%	21.7%	35.2%	8.0%	20.5%	<b>21.4%</b>
All inclusive	29.5%	16.7%	18.9%	2.7%	39.8%	<b>22.0%</b>

#### ALL INCLUSIVE



(Canary Islands: 29.4%)

### Importance of each factor in the destination choice



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Climate	78.4%	78.3%	63.6%	61.3%	73.9%	<b>73.5%</b>
Safety	61.5%	60.6%	48.6%	45.1%	60.0%	<b>56.1%</b>
Tranquility	49.0%	45.6%	44.2%	47.6%	50.0%	<b>47.1%</b>
Accommodation supply	49.3%	46.2%	33.4%	25.5%	47.6%	<b>41.9%</b>
Landscapes	31.1%	32.3%	54.1%	54.4%	41.1%	<b>39.9%</b>
Sea	38.2%	41.1%	37.8%	44.2%	39.6%	<b>39.6%</b>
Price	41.4%	44.6%	34.7%	32.8%	36.8%	<b>39.0%</b>
Environment	35.3%	37.1%	41.9%	45.3%	39.4%	<b>38.4%</b>
Effortless trip	41.4%	40.3%	31.8%	28.6%	38.6%	<b>37.4%</b>
European belonging	38.4%	38.8%	37.2%	36.9%	35.5%	<b>36.9%</b>
Beaches	32.8%	36.9%	26.0%	36.4%	22.7%	<b>31.8%</b>
Gastronomy	27.4%	28.2%	26.7%	29.9%	26.9%	<b>27.8%</b>
Authenticity	21.5%	23.9%	28.2%	35.9%	22.5%	<b>24.9%</b>
Fun possibilities	26.3%	29.2%	20.7%	29.0%	18.3%	<b>24.8%</b>
Exoticism	10.9%	13.3%	15.6%	19.2%	11.6%	<b>12.9%</b>
Historical heritage	8.7%	8.9%	15.7%	16.3%	9.9%	<b>10.7%</b>
Culture	9.6%	9.6%	13.0%	15.3%	8.5%	<b>10.4%</b>
Shopping	10.6%	13.7%	8.6%	8.4%	7.1%	<b>10.1%</b>
Nightlife	8.7%	11.4%	5.9%	10.1%	5.3%	<b>8.2%</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	44.6%	67.0%	51.2%	61.5%	52.4%	<b>65.5%</b>
- Apartment	28.7%	15.9%	0.6%	10.6%	15.9%	<b>30.7%</b>
- Private accommodation	24.5%	15.7%	43.5%	26.0%	29.0%	<b>2.9%</b>
- Others	2.1%	1.4%	4.7%	1.8%	2.8%	<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	33.2%	65.2%	45.3%	54.6%	46.1%	<b>48.4%</b>
- Apartment	16.5%	13.6%	0.0%	3.9%	8.7%	<b>48.2%</b>
- Private accommodation	46.6%	20.8%	49.9%	41.4%	41.4%	<b>2.9%</b>
- Others	3.7%	0.5%	4.8%	0.0%	3.8%	<b>0.5%</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	55.2%	74.5%	61.9%	62.8%	59.5%	<b>79.4%</b>
- Apartment	21.4%	17.9%	1.6%	15.4%	11.3%	<b>16.1%</b>
- Private accommodation	22.5%	7.2%	33.8%	21.0%	27.5%	<b>2.9%</b>
- Others	0.9%	0.3%	2.7%	0.7%	1.7%	<b>1.6%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	49.9%	70.4%	51.0%	65.2%	59.8%	<b>90.1%</b>
- Apartment	33.7%	13.9%	0.0%	13.5%	20.8%	<b>9.2%</b>
- Private accommodation	15.2%	13.2%	46.6%	19.4%	18.1%	<b>0.0%</b>
- Others	1.2%	2.5%	2.4%	1.9%	1.2%	<b>0.7%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	39.5%	58.9%	43.4%	58.9%	45.0%	<b>65.5%</b>
- Apartment	25.9%	16.4%	0.0%	8.5%	14.7%	<b>30.8%</b>
- Private accommodation	31.7%	22.2%	49.5%	30.4%	36.0%	<b>3.8%</b>
- Others	2.9%	2.5%	7.1%	2.2%	4.3%	<b>0.0%</b>

#### Length of stay (all markets)

Type of accommodation	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
- Hotel	8.0	8.0	7.3	5.5	8.0	<b>7.7</b>
- Apartment	8.8	8.7	8.5	3.6	9.4	<b>8.8</b>
- Private accommodation	10.6	12.5	13.7	10.7	10.7	<b>11.2</b>
- Others	8.5	11.0	10.3	11.3	12.5	<b>9.4</b>

# Tourist profile by municipality

## Tenerife (2025)



### Activities in the Canary Islands



Outdoor time per day	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
0 - 8 hours	69.9%	60.3%	50.5%	33.1%	68.5%	<b>59.8%</b>
More than 8 hours	30.1%	39.7%	49.5%	66.9%	31.5%	<b>40.2%</b>
Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Walk, wander	77.9%	81.5%	83.9%	78.5%	76.8%	<b>79.4%</b>
Beach	62.0%	65.1%	63.0%	63.9%	60.8%	<b>63.9%</b>
Swimming pool, hotel facilities	70.7%	65.4%	55.0%	27.6%	66.4%	<b>58.9%</b>
Explore the island on their own	41.0%	45.5%	69.0%	64.2%	52.6%	<b>52.1%</b>
Taste Canarian gastronomy	25.3%	27.8%	42.4%	43.7%	30.7%	<b>32.1%</b>
Nature activities	17.0%	19.0%	38.4%	36.3%	28.3%	<b>26.5%</b>
Theme parks	21.8%	22.9%	30.4%	19.1%	17.2%	<b>22.7%</b>
Organized excursions	19.2%	18.8%	25.0%	12.0%	19.6%	<b>18.4%</b>
Nightlife / concerts / shows	18.2%	22.7%	11.0%	18.2%	9.8%	<b>16.5%</b>
Activities at sea	10.9%	12.2%	8.2%	8.9%	11.0%	<b>11.4%</b>
Sport activities	10.3%	10.9%	9.4%	10.2%	9.2%	<b>11.3%</b>
Wineries/markets/popular festivals	7.2%	8.5%	13.3%	19.8%	7.1%	<b>10.2%</b>
Museums / exhibitions	3.7%	4.8%	15.5%	19.9%	7.2%	<b>8.5%</b>
Beauty and health treatments	8.4%	7.4%	4.0%	3.7%	5.9%	<b>6.5%</b>
Astronomical observation	4.2%	4.4%	6.8%	5.8%	6.2%	<b>5.5%</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?



	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

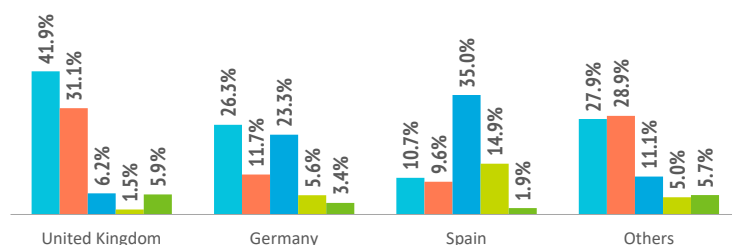
### Where are they from?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Tourists (&gt; 15 years old)</b>						
United Kingdom	1,003,218	744,248	148,668	34,854	140,648	<b>2,392,915</b>
Germany	195,273	86,994	173,480	41,875	25,180	<b>743,280</b>
Spain	84,715	75,872	276,198	117,351	14,833	<b>790,063</b>
Others	703,101	726,998	279,500	126,417	143,633	<b>2,517,295</b>
<b>% Tourists</b>						
United Kingdom	41.9%	31.1%	6.2%	1.5%	5.9%	<b>100%</b>
Germany	26.3%	11.7%	23.3%	5.6%	3.4%	<b>100%</b>
Spain	10.7%	9.6%	35.0%	14.9%	1.9%	<b>100%</b>
Others	27.9%	28.9%	11.1%	5.0%	5.7%	<b>100%</b>

### Tourist arrivals by municipality (2025)

■ 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€	44.9%	44.4%	48.5%	54.4%	<b>44.2%</b>	<b>46.6%</b>
Women	55.1%	55.6%	51.5%	45.6%	<b>55.8%</b>	<b>53.4%</b>
<b>Age range (&gt; 15 years old)</b>						
16 - 44 years old	46.3%	47.5%	52.8%	65.5%	<b>48.4%</b>	<b>51.7%</b>
Over 44 years old	53.7%	52.5%	47.2%	34.5%	<b>51.6%</b>	<b>48.3%</b>
<b>Occupation</b>						
Active	71.9%	71.1%	74.4%	84.3%	<b>74.3%</b>	<b>73.8%</b>
Inactive	28.1%	28.9%	25.6%	15.7%	<b>25.7%</b>	<b>26.2%</b>
<b>Annual household income level</b>						
Less than €50,000	40.3%	47.4%	56.0%	58.7%	<b>50.4%</b>	<b>47.5%</b>
More than €50,000	59.7%	52.6%	44.0%	41.3%	<b>49.6%</b>	<b>52.5%</b>
<b>Education level</b>						
No studies/Primary education	8.3%	7.7%	4.9%	1.9%	<b>4.7%</b>	<b>6.3%</b>
Secondary education	22.2%	24.5%	21.5%	14.1%	<b>18.5%</b>	<b>20.7%</b>
Higher education	69.6%	67.8%	73.5%	84.0%	<b>76.8%</b>	<b>73.0%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Average rating	8.78	8.79	8.64	8.85	<b>8.86</b>	<b>8.76</b>

Experience in the Canary Islar	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Worse or much worse than expected	2.7%	2.5%	3.3%	4.0%	<b>1.5%</b>	<b>2.8%</b>
Lived up to expectations	56.3%	55.8%	53.2%	45.8%	<b>55.7%</b>	<b>54.2%</b>
Better or much better than expected	41.0%	41.7%	43.5%	50.3%	<b>42.8%</b>	<b>43.1%</b>

Future intentions (scale 1-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
Return to the Canary Islands	8.80	8.89	8.50	8.91	<b>8.83</b>	<b>8.77</b>
Recommend visiting	9.00	9.08	8.89	9.13	<b>9.08</b>	<b>9.00</b>

8.75/10

Return to the  
Canary Islands

8.99/10

Recommend visiting the  
Canary Islands

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



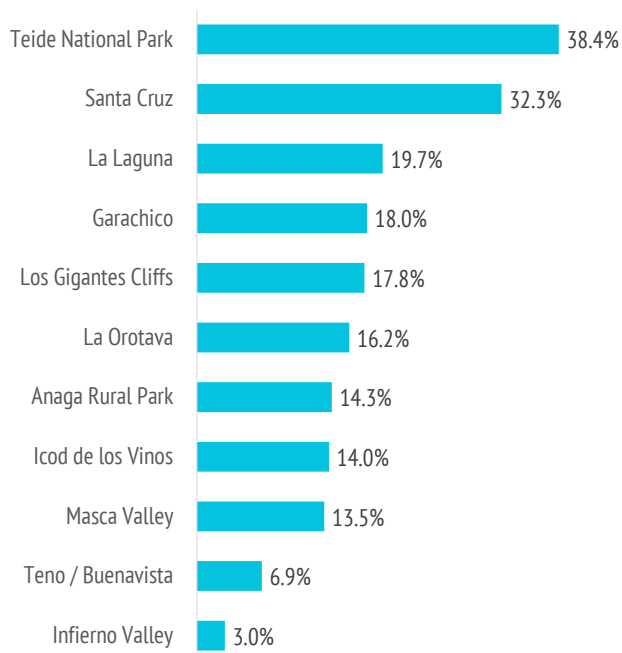
	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
<b>Repeat tourists</b>						
Repeat tourists	75.0%	74.7%	59.7%	56.9%	69.8%	<b>69.2%</b>
- Germany	68.9%	69.3%	69.5%	58.6%	90.8%	<b>67.9%</b>
- Spain	71.1%	70.4%	58.0%	65.0%	48.6%	<b>64.0%</b>
- United Kingdom	85.3%	85.8%	71.5%	58.8%	85.0%	<b>83.3%</b>
- Others	62.6%	64.4%	49.0%	48.4%	53.5%	<b>57.8%</b>
<b>Repeat tourists (3 or more visits)</b>						
Repeat tourists (3 or more visits)	59.5%	59.6%	39.9%	38.1%	49.9%	<b>52.3%</b>
- Germany	50.4%	51.3%	52.2%	38.7%	67.6%	<b>49.5%</b>
- Spain	48.3%	52.1%	33.9%	50.0%	36.9%	<b>43.2%</b>
- United Kingdom	71.6%	72.8%	50.7%	44.5%	68.4%	<b>69.0%</b>
- Others	46.1%	47.8%	32.4%	25.2%	30.1%	<b>40.2%</b>

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide	Tenerife
One island	95.6%	94.3%	93.3%	88.7%	<b>93.6%</b>	<b>94.0%</b>
Two or more islands	4.4%	5.7%	6.7%	11.3%	<b>6.4%</b>	<b>6.0%</b>

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



\*\*Multi-choice question

”

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