

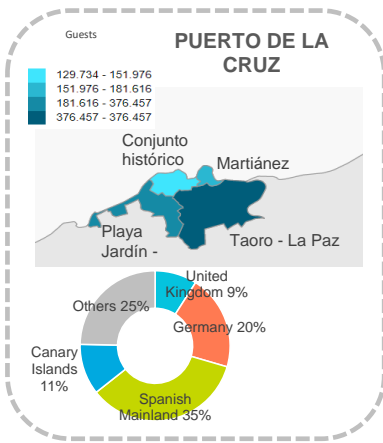
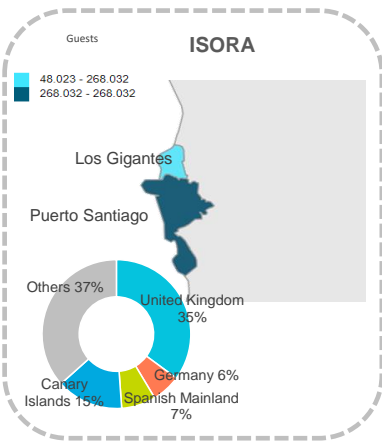
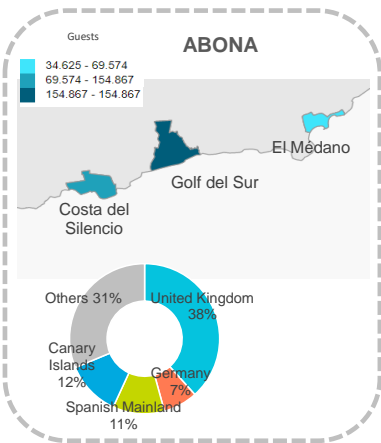
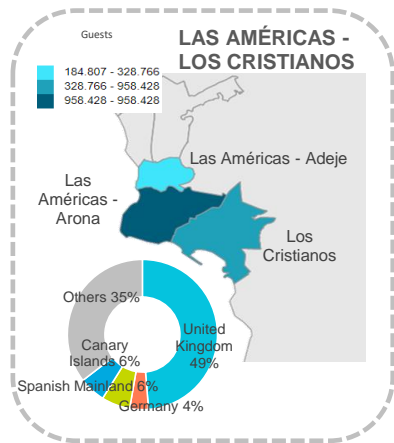
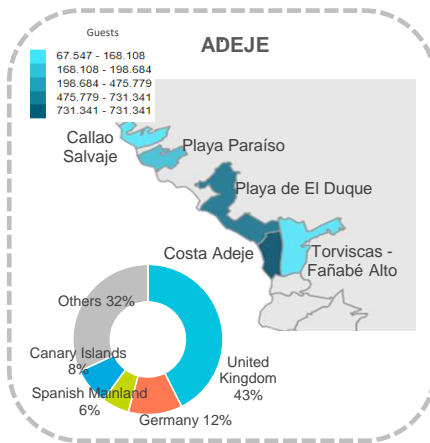
# Tourist accommodation indicators by tourist areas Tenerife (2019)



## GUESTS IN ACCOMMODATION

| Tourist areas        | Adeje turístico |                |                   |                |                       | Las Américas - Los Cristianos |                    |                | Abona              |               |                | Isora         |                 | Puerto de la Cruz turístico |                    |                |                | Others         | Tenerife         |
|----------------------|-----------------|----------------|-------------------|----------------|-----------------------|-------------------------------|--------------------|----------------|--------------------|---------------|----------------|---------------|-----------------|-----------------------------|--------------------|----------------|----------------|----------------|------------------|
| Description          | Callao Salvaje  | Playa Paraíso  | Playa de El Duque | Costa Adeje    | Torviscas-Fañabé Alto | Las Américas-Adeje            | Las Américas-Arona | Los Cristianos | Costa del Silencio | El Médano     | Golf del Sur   | Los Gigantes  | Puerto Santiago | Playa Jardín-Maritim        | Conjunto histórico | Taoro-La Paz   | Martiáñez      |                |                  |
| <b>International</b> | 56,803          | 166,396        | 405,496           | 645,054        | 140,390               | 156,519                       | 852,503            | 288,626        | 53,682             | 28,119        | 117,750        | 41,364        | 205,190         | 95,557                      | 67,176             | 224,855        | 67,556         | 289,895        | <b>3,902,931</b> |
| - United Kingdom     | 24,163          | 83,034         | 189,004           | 312,750        | 90,345                | 75,895                        | 464,777            | 176,152        | 23,870             | 9,420         | 66,007         | 25,071        | 85,837          | 7,656                       | 8,952              | 46,222         | 13,355         | 77,673         | 1,780,183        |
| - Germany            | 3,389           | 26,015         | 71,520            | 86,947         | 2,941                 | 9,383                         | 36,505             | 13,376         | 2,238              | 7,627         | 9,363          | 1,735         | 18,187          | 43,345                      | 19,031             | 82,578         | 26,738         | 41,880         | 502,798          |
| - Others             | 29,251          | 57,347         | 144,972           | 245,357        | 47,104                | 71,241                        | 351,221            | 99,098         | 27,574             | 11,072        | 42,380         | 14,558        | 101,166         | 44,556                      | 39,193             | 96,055         | 27,463         | 170,342        | 1,619,950        |
| <b>Spain</b>         | 10,744          | 32,288         | 70,283            | 86,287         | 27,718                | 28,288                        | 105,925            | 40,140         | 15,892             | 6,506         | 37,117         | 6,659         | 62,842          | 86,059                      | 62,558             | 151,602        | 84,420         | 265,913        | 1,181,241        |
| - Spanish Mainland   | 4,367           | 13,667         | 41,459            | 25,158         | 12,714                | 16,138                        | 61,900             | 12,638         | 6,229              | 3,047         | 19,519         | 1,309         | 22,311          | 68,018                      | 38,004             | 109,470        | 77,207         | 128,151        | 661,306          |
| - Canary Islands     | 6,377           | 18,621         | 28,824            | 61,129         | 15,004                | 12,150                        | 44,025             | 27,502         | 9,663              | 3,459         | 17,598         | 5,350         | 40,531          | 18,041                      | 24,554             | 42,132         | 7,213          | 137,762        | 519,935          |
| <b>Total</b>         | <b>67,547</b>   | <b>198,684</b> | <b>475,779</b>    | <b>731,341</b> | <b>168,108</b>        | <b>184,807</b>                | <b>958,428</b>     | <b>328,766</b> | <b>69,574</b>      | <b>34,625</b> | <b>154,867</b> | <b>48,023</b> | <b>268,032</b>  | <b>181,616</b>              | <b>129,734</b>     | <b>376,457</b> | <b>151,976</b> | <b>555,808</b> | <b>5,084,172</b> |

| Tourist areas        | Adeje turístico |               |                   |             |                       | Las Américas - Los Cristianos |                    |                | Abona              |             |              | Isora        |                 | Puerto de la Cruz turístico |                    |              |             | Others      | Tenerife     |
|----------------------|-----------------|---------------|-------------------|-------------|-----------------------|-------------------------------|--------------------|----------------|--------------------|-------------|--------------|--------------|-----------------|-----------------------------|--------------------|--------------|-------------|-------------|--------------|
| Description          | Callao Salvaje  | Playa Paraíso | Playa de El Duque | Costa Adeje | Torviscas-Fañabé Alto | Las Américas-Adeje            | Las Américas-Arona | Los Cristianos | Costa del Silencio | El Médano   | Golf del Sur | Los Gigantes | Puerto Santiago | Playa Jardín-Maritim        | Conjunto histórico | Taoro-La Paz | Martiáñez   |             |              |
| <b>International</b> | 84.1%           | 83.7%         | 85.2%             | 88.2%       | 83.5%                 | 84.7%                         | 88.9%              | 87.8%          | 77.2%              | 81.2%       | 76.0%        | 86.1%        | 76.6%           | 52.6%                       | 51.8%              | 59.7%        | 44.5%       | 52.2%       | <b>76.8%</b> |
| - United Kingdom     | 35.8%           | 41.8%         | 39.7%             | 42.8%       | 53.7%                 | 41.1%                         | 48.5%              | 53.6%          | 34.3%              | 27.2%       | 42.6%        | 52.2%        | 32.0%           | 4.2%                        | 6.9%               | 12.3%        | 8.8%        | 14.0%       | 35.0%        |
| - Germany            | 5.0%            | 13.1%         | 15.0%             | 11.9%       | 1.7%                  | 5.1%                          | 3.8%               | 4.1%           | 3.2%               | 22.0%       | 6.0%         | 3.6%         | 6.8%            | 23.9%                       | 14.7%              | 21.9%        | 17.6%       | 7.5%        | 9.9%         |
| - Others             | 43.3%           | 28.9%         | 30.5%             | 33.5%       | 28.0%                 | 38.5%                         | 36.6%              | 30.1%          | 39.6%              | 32.0%       | 27.4%        | 30.3%        | 37.7%           | 24.5%                       | 30.2%              | 25.5%        | 18.1%       | 30.6%       | 31.9%        |
| <b>Spain</b>         | 15.9%           | 16.3%         | 14.8%             | 11.8%       | 16.5%                 | 15.3%                         | 11.1%              | 12.2%          | 22.8%              | 18.8%       | 24.0%        | 13.9%        | 23.4%           | 47.4%                       | 48.2%              | 40.3%        | 55.5%       | 47.8%       | <b>23.2%</b> |
| - Spanish Mainland   | 6.5%            | 6.9%          | 8.7%              | 3.4%        | 7.6%                  | 8.7%                          | 6.5%               | 3.8%           | 9.0%               | 8.8%        | 12.6%        | 2.7%         | 8.3%            | 37.5%                       | 29.3%              | 29.1%        | 50.8%       | 23.1%       | 13.0%        |
| - Canary Islands     | 9.4%            | 9.4%          | 6.1%              | 8.4%        | 8.9%                  | 6.6%                          | 4.6%               | 8.4%           | 13.9%              | 10.0%       | 11.4%        | 11.1%        | 15.1%           | 9.9%                        | 18.9%              | 11.2%        | 4.7%        | 24.8%       | 10.2%        |
| <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> | <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>  |



# Tourist accommodation indicators by tourist areas Tenerife (2019)



## Other indicators

| Tourist areas                     |                    | Adeje turístico |                  |                   |                  |                       | Las Américas - Los Cristianos |                    |                  | Abona              |                |                  | Isora          |                  | Puerto de la Cruz turístico |                    |                  |                  | Others           | Tenerife          |
|-----------------------------------|--------------------|-----------------|------------------|-------------------|------------------|-----------------------|-------------------------------|--------------------|------------------|--------------------|----------------|------------------|----------------|------------------|-----------------------------|--------------------|------------------|------------------|------------------|-------------------|
| Description                       |                    | Callao Salvaje  | Playa Paraíso    | Playa de El Duque | Costa Adeje      | Torviscas-Fañabé Alto | Las Américas-Adeje            | Las Américas-Arona | Los Cristianos   | Costa del Silencio | El Médano      | Golf del Sur     | Los Gigantes   | Puerto Santiago  | Playa Jardín-Maritim        | Conjunto histórico | Taoro-La Paz     | Martínez         |                  |                   |
| PLACE OF RESIDENCE                | Bednights          |                 |                  |                   |                  |                       |                               |                    |                  |                    |                |                  |                |                  |                             |                    |                  |                  |                  |                   |
|                                   | International      | 438,568         | 1,214,703        | 3,215,025         | 5,214,564        | 1,110,015             | 1,197,585                     | 6,851,486          | 2,440,706        | 441,793            | 189,557        | 938,344          | 309,966        | 1,651,343        | 811,127                     | 505,607            | 1,886,903        | 583,308          | 1,477,853        | 30,478,453        |
|                                   | - United Kingdom   | 179,921         | 564,006          | 1,374,235         | 2,488,302        | 697,273               | 548,722                       | 3,587,865          | 1,536,818        | 191,962            | 63,835         | 521,348          | 212,363        | 692,659          | 61,135                      | 60,919             | 356,279          | 105,106          | 442,691          | 13,685,439        |
|                                   | - Germany          | 31,893          | 217,769          | 645,027           | 795,567          | 22,763                | 89,214                        | 342,892            | 113,818          | 17,863             | 57,356         | 82,504           | 10,264         | 145,967          | 431,236                     | 187,216            | 824,231          | 232,355          | 287,672          | 4,535,607         |
|                                   | - Others           | 226,754         | 432,928          | 1,195,763         | 1,930,695        | 389,979               | 559,649                       | 2,920,729          | 790,070          | 231,968            | 68,366         | 334,492          | 87,339         | 812,717          | 318,756                     | 257,472            | 706,393          | 245,847          | 747,490          | 12,257,407        |
|                                   | Spain              | 47,516          | 139,974          | 325,233           | 350,070          | 141,138               | 152,760                       | 500,183            | 151,909          | 96,225             | 24,072         | 187,264          | 17,212         | 252,514          | 456,847                     | 232,196            | 772,355          | 515,110          | 744,004          | 5,106,582         |
|                                   | - Spanish Mainland | 28,610          | 67,958           | 226,942           | 134,873          | 74,364                | 97,552                        | 353,243            | 56,417           | 25,459             | 14,857         | 124,005          | 5,046          | 103,293          | 387,350                     | 176,157            | 651,215          | 477,738          | 438,225          | 3,443,304         |
| - Canary Islands                  | 18,906             | 72,016          | 98,291           | 215,197           | 66,774           | 55,208                | 146,940                       | 95,492             | 70,766           | 9,215              | 63,259         | 12,166           | 149,221        | 69,497           | 56,039                      | 121,140            | 37,372           | 305,779          | 1,663,278        |                   |
| <b>Total</b>                      |                    | <b>486,084</b>  | <b>1,354,677</b> | <b>3,540,258</b>  | <b>5,564,634</b> | <b>1,251,153</b>      | <b>1,350,345</b>              | <b>7,351,669</b>   | <b>2,592,615</b> | <b>538,018</b>     | <b>213,629</b> | <b>1,125,608</b> | <b>327,178</b> | <b>1,903,857</b> | <b>1,267,974</b>            | <b>737,803</b>     | <b>2,659,258</b> | <b>1,098,418</b> | <b>2,221,857</b> | <b>35,585,035</b> |
| Lenght of stay                    |                    |                 |                  |                   |                  |                       |                               |                    |                  |                    |                |                  |                |                  |                             |                    |                  |                  |                  |                   |
| PLACE OF RESIDENCE                | International      | 7.7             | 7.3              | 7.9               | 8.1              | 7.9                   | 7.7                           | 8.0                | 8.5              | 8.2                | 6.7            | 8.0              | 7.5            | 8.1              | 8.5                         | 7.5                | 8.4              | 8.6              | 5.1              | 7.8               |
|                                   | - United Kingdom   | 7.5             | 6.8              | 7.3               | 8.0              | 7.7                   | 7.2                           | 7.7                | 8.7              | 8.0                | 6.8            | 7.9              | 8.5            | 8.1              | 8.0                         | 6.8                | 7.7              | 7.9              | 5.7              | 7.7               |
|                                   | - Germany          | 9.4             | 8.4              | 9.0               | 9.2              | 7.7                   | 9.5                           | 9.4                | 8.5              | 8.0                | 7.5            | 8.8              | 5.9            | 8.0              | 10.0                        | 9.8                | 10.0             | 8.7              | 6.9              | 9.0               |
|                                   | Spain              | 4.4             | 4.3              | 4.6               | 4.1              | 5.1                   | 5.4                           | 4.7                | 3.8              | 6.1                | 3.7            | 5.1              | 2.6            | 4.0              | 5.3                         | 3.7                | 5.1              | 6.1              | 2.8              | 4.3               |
|                                   | - Canary Islands   | 3.0             | 3.9              | 3.4               | 3.5              | 4.5                   | 4.5                           | 3.3                | 3.5              | 7.3                | 2.7            | 3.6              | 2.3            | 3.7              | 3.9                         | 2.3                | 2.9              | 5.2              | 2.2              | 3.2               |
| <b>Total</b>                      |                    | <b>7.2</b>      | <b>6.8</b>       | <b>7.4</b>        | <b>7.6</b>       | <b>7.4</b>            | <b>7.3</b>                    | <b>7.7</b>         | <b>7.9</b>       | <b>7.7</b>         | <b>6.2</b>     | <b>7.3</b>       | <b>6.8</b>     | <b>7.1</b>       | <b>7.0</b>                  | <b>5.7</b>         | <b>7.1</b>       | <b>7.2</b>       | <b>4.0</b>       | <b>7.0</b>        |
| Accommodation establishments      |                    | 8               | 6                | 22                | 40               | 16                    | 12                            | 57                 | 42               | 12                 | 13             | 15               | 7              | 19               | 16                          | 29                 | 30               | 8                | 76               | 428               |
| Bed-spaces                        |                    | 2,134           | 4,642            | 12,081            | 19,373           | 4,861                 | 4,989                         | 28,417             | 11,893           | 2,335              | 935            | 4,237            | 1,232          | 6,958            | 4,891                       | 3,267              | 10,504           | 3,524            | 11,450           | 137,723           |
| ADR (€)                           |                    | 63.5            | 95.9             | 143.0             | 96.3             | 64.2                  | 84.3                          | 85.8               | 84.3             | 59.2               | 69.5           | 85.6             | 104.1          | 83.6             | 43.4                        | 41.4               | 59.7             | 54.1             | 93.1             | 86.7              |
| RevPar (€)                        |                    | 50.4            | 80.3             | 119.1             | 82.4             | 51.1                  | 69.7                          | 70.2               | 64.1             | 49.3               | 51.4           | 68.2             | 79.5           | 64.4             | 33.7                        | 29.1               | 46.4             | 44.7             | 64.6             | 69.15             |
| Total revenue (€ million)         |                    | 13.5            | 61.4             | 244.1             | 241.6            | 30.3                  | 50.1                          | 288.2              | 99.7             | 14.1               | 7.9            | 43.8             | 14.3           | 67.6             | 27.7                        | 17.8               | 83.1             | 29.9             | 116.1            | 1,451             |
| Bed-space occupancy rate (%)      |                    | 62.4            | 80.0             | 80.3              | 78.7             | 70.5                  | 74.2                          | 70.9               | 59.7             | 63.1               | 62.6           | 72.8             | 72.8           | 75.0             | 71.0                        | 61.9               | 69.4             | 85.4             | 53.2             | 70.79             |
| Occupancy rate per room/apt. (%)  |                    | 79.6            | 83.9             | 83.5              | 85.8             | 79.9                  | 83.0                          | 82.0               | 76.3             | 83.5               | 74.2           | 80.0             | 76.6           | 77.2             | 77.9                        | 70.6               | 77.9             | 82.8             | 69.6             | 80.01             |
| Tourist population <sup>(1)</sup> |                    | 1,332           | 3,711            | 9,699             | 15,246           | 3,428                 | 3,700                         | 20,142             | 7,103            | 1,474              | 585            | 3,084            | 896            | 5,216            | 3,474                       | 2,021              | 7,286            | 3,009            | 6,087            | 97,493            |
| Employment                        |                    | 286             | 1,178            | 3,418             | 3,270            | 739                   | 727                           | 3,830              | 1,314            | 186                | 112            | 639              | 233            | 1,177            | 730                         | 401                | 1,683            | 807              | 2,818            | 23,548            |

Source: Encuestas de Alojamiento Turístico (ISTAC).

<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).