

Tourist profile by municipality

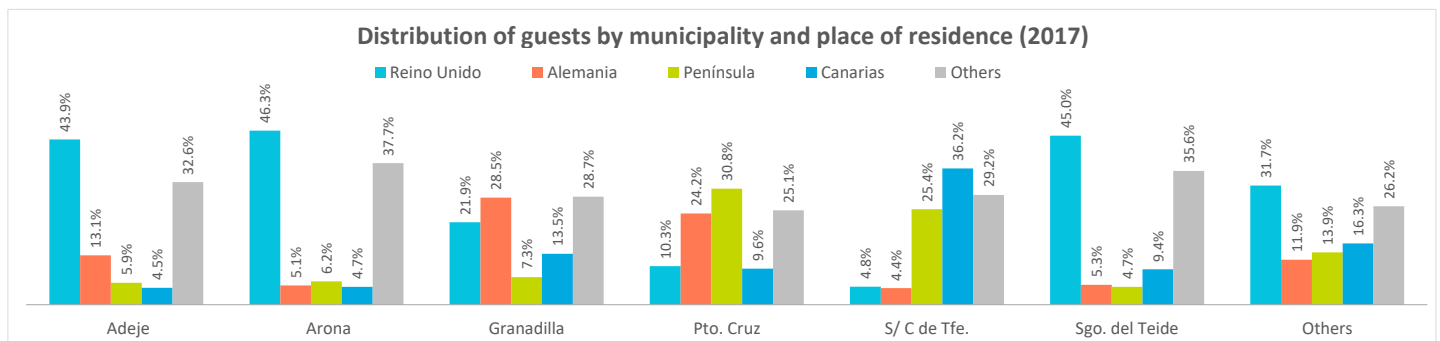
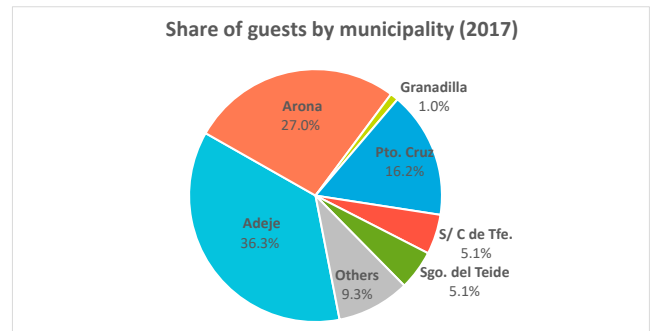
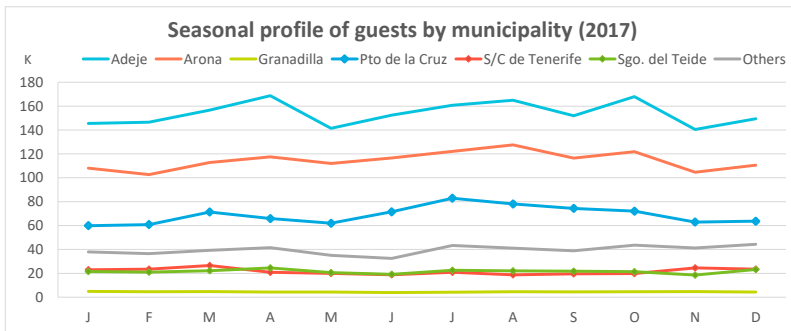
Tenerife (2017)



GUESTS IN ACCOMMODATION

	Municipality of stay								Accommodation type	
Place of residence:	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	1,655,696	1,222,545	42,218	491,752	99,563	221,769	331,658	4,065,201	2,817,732	1,247,469
- United Kingdom	811,190	635,573	11,705	84,615	12,467	116,165	150,594	1,822,309	1,165,894	656,415
- Germany	242,719	70,119	15,184	200,080	11,410	13,690	56,745	609,947	504,330	105,617
Spanish Mainland	108,036	85,175	3,915	254,449	65,928	12,258	66,126	595,887	503,643	92,244
Canary Islands	83,013	65,051	7,226	79,107	94,045	24,349	77,376	430,167	311,146	119,021
Total	1,846,745	1,372,771	53,359	825,308	259,536	258,376	475,160	5,091,255	3,632,521	1,458,734

	Municipality of stay (%)							Accommodation type (%)		
Place of residence:	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	89.7%	89.1%	79.1%	59.6%	38.4%	85.8%	69.8%	79.8%	77.6%	85.5%
- United Kingdom	43.9%	46.3%	21.9%	10.3%	4.8%	45.0%	31.7%	35.8%	32.1%	45.0%
- Germany	13.1%	5.1%	28.5%	24.2%	4.4%	5.3%	11.9%	12.0%	13.9%	7.2%
Spanish Mainland	5.9%	6.2%	7.3%	30.8%	25.4%	4.7%	13.9%	11.7%	13.9%	6.3%
Canary Islands	4.5%	4.7%	13.5%	9.6%	36.2%	9.4%	16.3%	8.4%	8.6%	8.2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay (%)								Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
Bednights										
International	13,377,842	10,154,676	252,938	4,213,319	286,976	1,875,068	2,459,688	32,620,507	21,700,464	10,920,043
- United Kingdom	6,281,241	5,254,084	76,088	627,479	41,502	1,050,673	1,153,092	14,484,159	8,855,063	5,629,096
- Germany	2,117,225	630,517	76,088	2,012,523	38,304	105,478	473,458	5,484,143	4,345,405	1,138,738
Spanish Mainland	577,163	478,276	10,771	1,531,238	146,861	71,729	318,236	2,837,907	2,626,477	507,797
Canary Islands	317,336	295,803	17,515	235,813	167,145	99,255	272,500	1,405,367	903,158	502,209
Total	14,272,341	10,928,755	281,224	5,980,370	600,982	2,046,052	3,050,424	36,863,781	25,230,099	11,930,049
Lenght of stay										
International	8.1	8.3	6.0	8.6	2.9	8.5	7.4	8.0	7.7	8.8
- United Kingdom	7.7	8.3	6.5	7.4	3.3	9.0	7.7	8.0	7.6	8.6
- Germany	8.7	9.0	7.0	10.1	3.4	7.7	8.3	9.0	8.6	10.8
Spanish Mainland	4.7	5.2	2.5	5.3	2.0	4.7	4.1	4.4	4.3	4.8
Canary Islands	3.8	4.6	2.4	3.0	1.8	4.1	3.5	3.3	2.9	4.2
Total	7.7	8.0	5.3	7.3	2.3	7.9	6.4	7.3	7.0	8.2
ADR (€)	102.6	82.7	59.6	52.0	64.0	95.3	102.8	86.0	95.2	62.2
RevPar (€)	88.1	69.9	44.8	43.5	45.8	79.2	80.2	72.0	80.8	50.3
Bed-space occupancy rate (%)	79.8	71.8	64.6	74.6	60.3	76.8	68.1	74.8	84.9	66.2
Occupancy rate per room/apartment (%)	85.8	84.6	75.3	83.6	71.6	83.1	78.0	83.7	79.6	81.0

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 (2017)



Profile of tourist visiting Tenerife by municipality of stay

How many are they and how much do they spend?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourist arrivals (> 16 years old)	1,805,311	1,377,894	722,874	252,067	263,904
Average daily expenditure (€)	151.47	140.47	132.21	150.77	128.06
. in their place of residence	109.98	95.83	92.34	106.14	96.15
. in the Canary Islands	41.49	44.64	39.87	44.63	31.91
Average lenght of stay	8.96	9.18	8.84	7.60	8.93
Turnover per tourist (€)	1,242	1,160	1,033	942	1,043
Total turnover (> 16 years old) (€m)	2,242	1,599	747	237	275
Share of total turnover	38.3%	27.3%	12.7%	4.0%	4.7%
Share of total tourists	35.1%	26.8%	14.1%	4.9%	5.1%

Where are they from?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<u>Tourists (> 16 years old)</u>					
United Kingdom	815,193	636,231	105,378	80,271	121,372
Germany	242,572	80,205	211,658	31,429	24,192
Spanish Mainland	128,312	87,771	199,598	87,240	13,475
Others	619,234	573,688	206,240	53,127	104,864
<u>Share by place of residence (%)</u>					
United Kingdom	40.4%	31.5%	5.2%	4.0%	6.0%
Germany	34.1%	11.3%	29.8%	4.4%	3.4%
Spanish Mainland	20.1%	13.8%	31.3%	13.7%	2.1%
Others	34.9%	32.3%	11.6%	3.0%	5.9%

How do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<u>Flight booking</u>					
Tour Operator	48.2%	46.1%	38.5%	37.5%	51.6%
Airline	24.0%	30.5%	19.0%	38.1%	26.6%
Travel agency (High street)	18.1%	14.5%	23.9%	12.1%	14.9%
Online Travel Agency (OTA)	9.7%	9.0%	18.5%	12.2%	6.9%
<u>Accommodation booking</u>					
Tour Operator	46.8%	47.1%	38.4%	39.5%	52.0%
Accommodation	16.5%	19.6%	11.2%	20.7%	12.0%
Travel agency (High street)	21.4%	17.6%	26.4%	14.8%	20.1%
Online Travel Agency (OTA)	15.3%	15.8%	24.0%	25.0%	16.0%

What do they book at their place of residence?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Flight only	9.1%	10.4%	5.7%	29.4%	11.4%
Flight & accommodation (room only)	23.0%	35.9%	17.9%	22.7%	22.5%
Flight & accommodation (B&B)	9.7%	8.7%	14.5%	10.3%	4.2%
Flight & accommodation (half board)	23.4%	20.1%	32.9%	3.4%	14.0%
Flight & accommodation (full board)	3.9%	3.4%	7.2%	8.3%	3.7%
Flight & accommodation (all inclusive)	30.4%	20.8%	21.3%	25.0%	43.7%
% Tourists using low-cost airlines	50.3%	55.5%	48.5%	49.5%	48.1%
<u>Other expenses in their place of residence:</u>					
- Excursions	6.3%	5.8%	11.0%	8.9%	9.2%
- Car rental	9.9%	9.1%	19.8%	11.5%	17.4%
- Other expenses	6.6%	5.4%	8.2%	17.6%	9.5%

What is their main reason for coming?



Trip reasons	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Holidays	97.8%	96.9%	95.6%	76.5%	98.5%
Professional or family reasons	1.8%	2.1%	3.4%	22.6%	0.9%
Other reason	0.3%	0.9%	0.9%	0.9%	0.7%

Who are they?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<u>Gender</u>					
Percentage of men	46.1%	47.1%	48.9%	54.4%	44.4%
Percentage of women	53.9%	52.9%	51.1%	45.6%	55.6%
<u>Age range</u>					
16-44 years old	47.2%	47.1%	50.3%	54.9%	48.8%
Over 44 yeras old	52.8%	52.9%	49.7%	45.1%	51.2%
<u>Occupation</u>					
Active	79.0%	76.1%	74.4%	75.5%	79.3%
Inactive	21.0%	23.9%	25.6%	24.5%	20.7%
<u>Annual household income level</u>					
€12,000 - €48,000	50.8%	56.2%	67.8%	61.1%	50.2%
More than €48,000	49.2%	43.8%	32.2%	38.9%	49.8%

Who do they come with?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Partner	68.4%	66.7%	69.1%	50.0%	75.1%
Children	30.2%	25.1%	20.7%	14.3%	31.4%
Other relatives	12.1%	12.3%	8.9%	8.0%	12.3%
Others	7.4%	10.9%	9.3%	13.9%	8.6%
With children (< 13 year old)	24.0%	20.0%	15.0%	8.2%	24.9%

* Multi-choise question

Where do they stay?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<u>Type of accommodation</u>					
<u>All markets</u>					
- Hotel	71.0%	50.8%	75.1%	33.4%	59.3%
- Apartment	23.3%	42.7%	21.1%	11.5%	32.5%
- Other type of accommodation	5.7%	6.5%	3.8%	55.1%	8.2%
<u>German market</u>					
- Hotel	75.2%	58.9%	79.2%	8.7%	49.0%
- Apartment	18.5%	28.4%	16.8%	17.5%	32.2%
- Other type of accommodation	6.3%	12.6%	4.1%	73.8%	18.8%
<u>Spanish Mainland market</u>					
- Hotel	76.9%	61.0%	79.9%	48.9%	67.2%
- Apartment	16.4%	29.3%	17.3%	9.0%	26.7%
- Other type of accommodation	6.7%	9.7%	2.8%	42.1%	6.1%
<u>British market</u>					
- Hotel	69.1%	50.8%	72.3%	16.9%	57.5%
- Apartment	25.9%	44.2%	24.0%	7.7%	33.6%
- Other type of accommodation	4.9%	5.0%	3.7%	75.4%	9.0%
<u>Other markets</u>					
- Hotel	70.6%	48.1%	67.8%	47.6%	62.7%
- Apartment	23.2%	45.0%	27.7%	17.5%	32.0%
- Other type of accommodation	6.2%	6.9%	4.5%	34.9%	5.2%
<u>Lenght of stay by type of accommodation</u>					
<u>All markets</u>					
- Hotel	8.4	8.3	8.3	5.3	8.1
- Apartment	9.9	9.6	9.9	9.4	9.1
- Other type of accommodation	12.3	13.1	13.6	8.6	14.0

How many islands did they visit in this trip?



Number of islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
One island	91.0%	92.2%	91.3%	63.3%	90.5%
Two islands	7.2%	6.0%	6.7%	7.5%	6.5%
Three or more islands	1.9%	1.8%	2.0%	29.3%	3.0%

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Tenerife (2017)



What did motivate them to come?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Previous visits to the Canary Islands	63.5%	67.4%	50.0%	47.0%	60.9%
Recommendation by friends/relatives	37.0%	37.4%	36.7%	32.4%	35.0%
Tour Operator's brochure or catalogue	6.5%	5.0%	5.6%	7.9%	7.9%
Recommendation by Travel Agent	9.8%	6.8%	7.5%	3.7%	11.1%
Internet	20.1%	19.4%	30.2%	16.7%	22.7%
Others	9.0%	8.0%	15.3%	25.5%	10.9%

* Multi-choice question

Why do they choose Tenerife?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Climate/sun	92.6%	90.8%	81.2%	66.4%	92.1%
Tranquillity/rest/relaxation	31.7%	29.3%	30.1%	17.4%	31.5%
Beaches	29.7%	30.9%	22.0%	25.0%	21.3%
Scenery	22.8%	20.0%	43.6%	25.0%	35.5%
Visiting new places	12.7%	12.5%	23.9%	18.0%	16.6%
Price	10.6%	13.0%	12.6%	8.0%	11.3%
Ease of travel	10.5%	9.5%	4.6%	6.1%	11.2%
Suitable destination for children	10.0%	7.6%	4.7%	2.2%	10.5%
Culture	7.5%	8.9%	14.8%	13.1%	12.1%
Quality of the environment	6.8%	6.8%	6.4%	6.1%	5.5%
Security	9.4%	8.5%	9.1%	5.7%	9.9%
Sports	3.3%	3.4%	2.2%	5.3%	3.4%
Others	20.9%	27.1%	16.3%	38.6%	13.8%

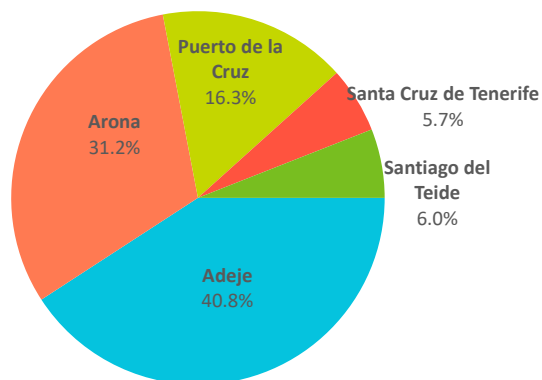
(*) Pregunta multirrespuesta

How do they rate the destination?



Impression of their stay	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Good or very good (% tourists)	94.4%	93.7%	92.4%	92.9%	94.9%

Share of tourists by municipality (2017)



How do they rate the following features and services?

(Scale 1 - 10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Accommodation	8.1	8.0	7.4	8.4	8.2
Quality of accommodation	8.2	8.0	7.3	8.2	8.2
Treatment at accommodation	8.4	8.4	8.0	8.8	8.5
Quality of the food	7.8	7.6	6.9	8.3	7.9
Environmental	8.3	8.3	8.0	8.3	8.5
Climate	8.8	8.8	8.1	8.5	9.0
Bathing areas	8.2	8.3	7.4	8.0	8.2
Tranquility	8.4	8.5	8.8	8.7	8.8
Cleanliness	8.2	8.3	8.2	8.5	8.5
Quality of the environment	7.9	8.0	7.9	8.3	8.3
Scenery	8.2	8.2	7.9	8.1	8.3
Restaurants	8.0	8.0	7.8	8.2	8.1
Quality of restaurants	8.0	8.0	7.7	8.0	8.1
Treatment from restaurant staff	7.7	7.7	7.7	8.0	7.8
Prices	8.4	8.3	8.1	8.5	8.4
Local food and drink	7.9	7.8	7.9	8.2	8.0
Leisure activities	7.9	8.0	7.6	7.9	8.0
Cultural activities	7.7	7.7	7.6	7.9	7.7
Sporting activities	8.0	7.9	7.5	7.8	8.2
Health-related activities, wellness	7.3	7.4	6.2	6.9	7.3
Organized excursions	8.5	8.6	8.5	8.2	8.6
Recreational facilities for children	7.9	8.1	7.3	8.2	7.6
Theme parks	8.1	8.0	7.8	8.0	8.2
Golf	7.8	7.8	7.0	7.6	7.9
Nightlife, fun	7.7	7.9	7.1	7.7	8.1
Services and infrastructures	8.2	8.3	8.0	8.2	8.3
Bus services	8.0	8.1	7.8	7.9	8.1
Hospitality	8.4	8.5	8.1	8.1	8.4
Security	8.2	8.2	8.2	8.1	8.4
Taxi services	8.4	8.4	8.4	8.5	8.6
State of roads	8.0	8.2	7.4	8.0	8.3
Car rental	7.8	8.1	7.7	8.0	7.7
Quality and variety of shops	8.6	8.6	8.6	8.9	8.7
Total	8.2	8.1	7.8	8.2	8.3

How many are loyal to the destination?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Repeat tourists	75.5%	77.3%	64.2%	72.1%	71.4%
- Germany	73.5%	73.7%	71.2%	72.0%	83.3%
- Spanish Mainland	76.7%	78.5%	62.6%	79.6%	76.9%
- United Kingdom	81.3%	83.9%	70.9%	81.1%	80.4%
- Others	68.4%	70.2%	55.2%	46.9%	57.7%
Repeater (more than 3 visits)	34.2%	39.8%	21.0%	27.5%	27.2%
- Germany	27.5%	36.4%	25.4%	29.1%	38.1%
- Spanish Mainland	28.6%	38.3%	17.5%	33.2%	17.3%
- United Kingdom	41.0%	46.0%	23.5%	29.4%	35.7%
- Others	29.1%	33.5%	18.7%	14.7%	16.2%

Tourist arrivals by municipality (2017)

■ Adeje ■ Arona ■ Puerto de la Cruz ■ Santa Cruz de Tenerife ■ Santiago del Teide

