

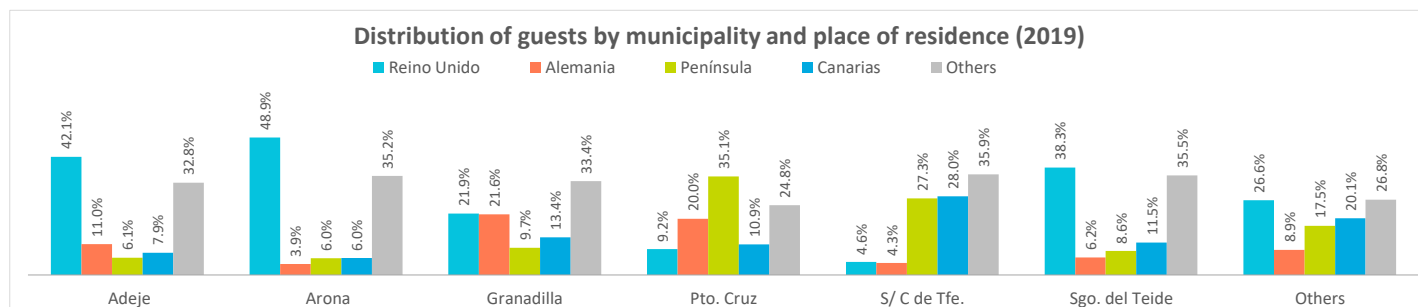
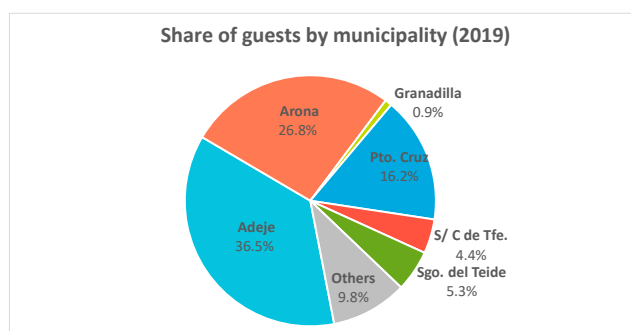
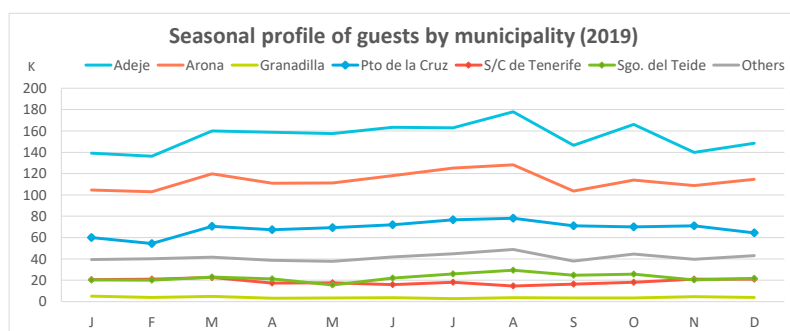
Tourist profile by municipality Tenerife (2019)



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	1,595,153	1,198,378	35,403	445,906	100,534	216,484	311,073	3,902,931	2,753,675	1,149,256
- United Kingdom	781,531	666,106	10,065	75,858	10,410	103,572	132,641	1,780,183	1,168,757	611,426
- Germany	204,237	52,585	9,936	165,084	9,558	16,812	44,586	502,798	423,679	79,119
Spanish Mainland	114,127	81,491	4,472	289,459	61,325	23,154	87,278	661,306	563,627	97,679
Canary Islands	147,259	81,842	6,180	90,195	62,860	31,131	100,468	519,935	376,349	143,586
Total	1,856,539	1,361,711	46,055	825,560	224,719	270,769	498,819	5,084,172	3,693,651	1,390,521

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	85.9%	88.0%	76.9%	54.0%	44.7%	80.0%	62.4%	76.8%	74.6%	82.6%
- United Kingdom	42.1%	48.9%	21.9%	9.2%	4.6%	38.3%	26.6%	35.0%	31.6%	44.0%
- Germany	11.0%	3.9%	21.6%	20.0%	4.3%	6.2%	8.9%	9.9%	11.5%	5.7%
Spanish Mainland	6.1%	6.0%	9.7%	35.1%	27.3%	8.6%	17.5%	13.0%	15.3%	7.0%
Canary Islands	7.9%	6.0%	13.4%	10.9%	28.0%	11.5%	20.1%	10.2%	10.2%	10.3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay (%)							Tenerife	Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others		Hotel	Apartment
Bednights										
International	12,616,871	9,753,946	214,331	3,727,773	269,508	1,728,327	2,167,697	30,478,453	20,755,552	9,722,901
- United Kingdom	5,890,078	5,325,737	65,462	581,597	32,859	850,007	939,699	13,685,439	8,669,296	5,016,143
- Germany	1,844,485	476,329	65,462	1,631,915	30,901	125,956	356,574	4,535,607	3,677,388	858,219
Spanish Mainland	634,273	437,639	20,196	1,681,650	129,703	105,591	434,252	3,443,304	2,906,161	537,143
Canary Islands	540,930	315,001	14,027	278,450	112,978	109,994	291,898	1,663,278	1,107,102	556,176
Total	13,792,074	10,506,586	248,554	5,687,873	512,189	1,943,912	2,893,847	35,585,035	24,768,815	10,816,220
Length of stay										
International	7.9	8.1	6.1	8.4	2.7	8.0	7.0	7.8	7.5	8.5
- United Kingdom	7.5	8.0	6.5	7.7	3.2	8.2	7.1	7.7	7.4	8.2
- Germany	9.0	9.1	7.0	9.9	3.2	7.5	8.0	9.0	8.7	10.9
Spanish Mainland	5.3	5.3	4.7	5.8	2.2	5.2	5.0	5.2	5.2	5.5
Canary Islands	3.7	3.9	2.3	3.1	1.8	3.5	2.9	3.2	2.9	3.9
Total	7.4	7.7	5.4	6.9	2.3	7.2	5.8	7.0	6.7	7.8
ADR (€)	104.4	84.1	67.1	52.6	63.4	93.5	92.7	86.7	94.3	65.5
RevPar (€)	87.4	67.7	46.7	40.9	43.2	72.0	69.2	69.3	76.4	50.7
Total revenue (€ million)	651.1	403.1	9.2	156.5	23.3	75.9	132.1	1,451	1,159	291.8
Bed-space occupancy rate (%)	76.6	67.3	57.1	71.2	51.7	74.9	62.4	70.8	81.0	62.6
Occupancy rate per room/apartment (%)	83.8	80.5	69.6	77.7	68.1	77.0	74.6	80.0	75.1	77.4

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 (2019)

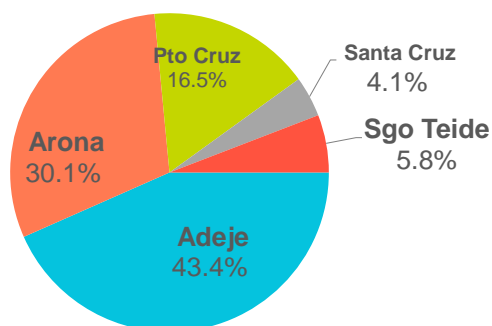


How many are they and how much do they spend?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourist arrivals (> 15 years old)	#####	1,290,150	709,023	176,160	250,619
Average daily expenditure (€)	155.09	135.72	129.90	114.85	130.65
Average length of stay	8.89	9.06	8.48	7.84	8.98
Turnover per tourist (€)	1,238	1,105	1,000	658	1,076
Total turnover (> 15 years old) (€m)	2,300	1,425	709	115.9	270
Share of total turnover	41.0%	25.4%	12.6%	2.1%	5%
Share of total tourists	36.9%	25.6%	14.1%	3.5%	5%

Share of tourists by municipality (2019)



What is the main motivation for their holidays?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Rest	57.2%	56.5%	39.7%	19.8%	54.3%
Explore the destination	12.2%	10.7%	36.0%	20.7%	19.2%
Other reasons	29.4%	31.3%	22.4%	45.4%	26.0%

How far in advance do they book their trip?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Between 0 and 30 days	22.8%	21.5%	29.0%	33.4%	19.9%
Between 1 and 2 months	21.4%	20.9%	23.6%	28.8%	22.5%
More than 3 months	54.7%	56.6%	46.8%	36.4%	57.2%

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



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Previous visits to the Canary Islands	52.0%	55.8%	36.9%	32.0%	44.8%
Friends or relatives	28.0%	31.4%	27.9%	45.6%	25.6%
Internet or social media	52.3%	49.6%	59.2%	48.8%	58.3%
Tour Operator or Travel Agency	23.5%	18.5%	24.0%	8.0%	26.8%
Others	17.1%	15.7%	25.0%	18.5%	21.2%

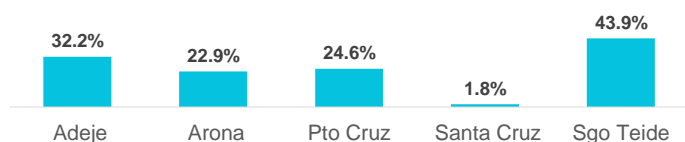
(*) Multi-choice question

What do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Room only/ Bed & Breakfast	34.4%	43.9%	27.6%	53.1%	29.5%
Half board / Full board	25.0%	21.5%	42.7%	3.8%	15.6%
All inclusive	32.2%	22.9%	24.6%	1.8%	43.9%

ALL INCLUSIVE



(Tenerife: 26.4%)
(Canary Islands: 34.9%)

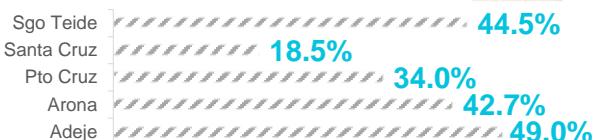
Importance of each factor in the destination choice



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Climate	81.0%	80.3%	69.8%	61.3%	80.1%
Safety	55.3%	54.6%	46.8%	36.3%	51.2%
Tranquility	45.2%	44.1%	44.7%	41.0%	46.8%
Accommodation supply	49.0%	42.7%	34.0%	18.5%	44.5%
Sea	39.5%	39.6%	38.0%	38.8%	39.0%
Price	39.1%	42.3%	36.4%	28.0%	40.6%
Landscapes	30.9%	29.3%	50.3%	46.4%	41.6%
Environment	33.2%	34.4%	38.7%	40.5%	36.1%
European belonging	35.7%	35.7%	35.8%	34.7%	35.2%
Effortless trip	36.7%	33.4%	32.0%	27.5%	30.5%
Beaches	32.8%	34.1%	24.5%	31.7%	24.0%
Fun possibilities	27.4%	28.7%	20.5%	24.3%	20.3%
Gastronomy	24.5%	22.3%	23.0%	30.4%	21.5%
Authenticity	18.5%	19.1%	24.5%	31.4%	22.1%
Exoticism	12.0%	12.7%	15.0%	19.1%	13.8%
Shopping	11.1%	14.9%	9.8%	6.2%	7.4%
Hiking trail network	7.3%	9.0%	15.9%	15.9%	11.1%
Nightlife	10.0%	14.4%	6.2%	13.8%	4.1%
Historical heritage	6.8%	7.4%	14.6%	15.7%	8.9%

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 ACCOMMODATION SUPPLY



Where do they stay?



Type of accommodation	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
All markets	100%	100%	100%	100%	100%
- Hotel	66.7%	49.4%	74.9%	36.7%	56.8%
- Apartment	19.8%	34.4%	13.8%	5.2%	25.2%
- Other type of accommodation	13.5%	16.2%	11.3%	58.1%	18.0%
German market	100%	100%	100%	100%	100%
- Hotel	73.9%	49.2%	82.0%	32.3%	64.8%
- Apartment	13.8%	23.0%	11.4%	9.0%	20.5%
- Other type of accommodation	12.3%	27.8%	6.6%	58.7%	14.7%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	75.7%	58.2%	76.6%	41.5%	52.6%
- Apartment	13.7%	21.8%	15.0%	3.7%	27.2%
- Other type of accommodation	10.6%	20.0%	8.4%	54.8%	20.2%
British market	100%	100%	100%	100%	100%
- Hotel	68.1%	52.9%	81.4%	23.0%	58.5%
- Apartment	21.3%	38.4%	10.1%	8.2%	24.0%
- Other type of accommodation	10.6%	8.7%	8.6%	68.8%	17.6%
Other markets	100%	100%	100%	100%	100%
- Hotel	60.4%	43.8%	62.6%	36.0%	54.3%
- Apartment	21.1%	33.1%	17.0%	5.5%	27.1%
- Other type of accommodation	18.5%	23.2%	20.4%	58.5%	18.6%

Length of stay by type of accommodation

All markets	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
- Hotel	8.3	8.1	7.9	5.0	8.1
- Apartment	9.2	9.1	8.8	6.0	8.7
- Private accommodation	12.7	12.8	13.5	10.0	13.3
- Other type of accommodation	10.0	9.6	9.5	6.7	9.4

Tourist profile by municipality Tenerife (2019)



Activities in the Canary Islands



Outdoor time per day	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
0 - 8 hours	69.6%	61.8%	52.5%	32.5%	73.4%
More than 8 hours	30.4%	38.2%	47.5%	67.5%	26.6%
Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Walk, wander	69.5%	72.8%	76.7%	69.5%	70.6%
Beach	60.9%	62.5%	60.6%	55.2%	58.5%
Swimming pool, hotel facilities	67.8%	63.2%	54.5%	19.1%	68.9%
Explore the island on their own	39.1%	37.7%	62.5%	51.7%	50.2%
Taste Canarian gastronomy	18.6%	21.5%	35.7%	45.9%	21.2%
Theme parks	22.5%	21.7%	34.2%	14.0%	24.6%
Organized excursions	20.1%	18.3%	26.1%	7.5%	24.7%
Nightlife / concerts / shows	18.4%	24.4%	13.1%	20.7%	8.6%
Sea excursions / whale watching	15.9%	14.1%	15.4%	5.7%	24.7%
Sport activities	12.3%	11.7%	10.0%	10.6%	13.1%
Nature activities	8.9%	7.4%	19.4%	15.3%	11.4%
Activities at sea	9.4%	9.0%	9.1%	8.5%	9.8%
Wineries/markets/popular festivals	7.2%	7.7%	12.2%	16.4%	7.2%
Museums / exhibitions	4.0%	4.4%	15.3%	13.9%	5.7%
Beauty and health treatments	6.1%	5.7%	5.3%	3.7%	4.9%
Astronomical observation	4.1%	3.2%	5.7%	2.8%	6.0%

(*) Multi-choice question

Who do they come with?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Unaccompanied	12.3%	4.6%	4.2%	3.5%	4.6%
Only with partner	49.8%	56.4%	55.1%	54.4%	54.7%
With children	10.7%	19.1%	16.6%	20.9%	18.4%
Other relatives	10.2%	12.4%	16.4%	15.0%	14.5%
Other combination	17.0%	7.5%	7.7%	6.3%	7.9%
With children (under the age of 13)	6.4%	19.4%	17.1%	24.0%	19.2%

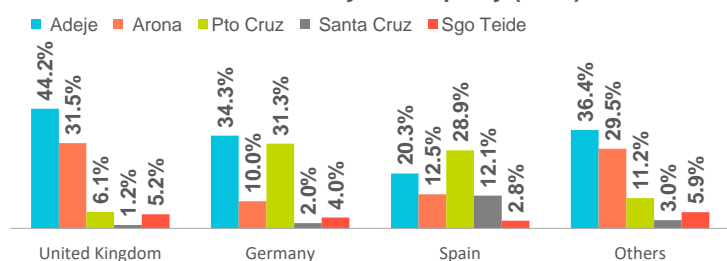
* Multi-choice question

Where are they from?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourists (> 15 years old)					
United Kingdom	870,572	621,316	119,677	24,395	102,164
Germany	198,323	58,009	181,067	11,284	23,229
Spain	147,873	91,273	210,152	87,957	20,682
Others	641,521	519,552	198,126	52,525	104,544
& Tourists					
United Kingdom	44.2%	31.5%	6.1%	1.2%	5%
Germany	34.3%	10.0%	31.3%	2.0%	4%
Spain	20.3%	12.5%	28.9%	12.1%	3%
Others	36.4%	29.5%	11.2%	3.0%	6%

Tourist arrivals by municipality (2019)



Who are they?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Gender					
Menos de 50.000€	45.5%	45.7%	48.1%	60.6%	44.2%
Women	54.5%	54.3%	51.9%	39.4%	55.8%
Age range (> 15 years old)					
16 - 44 years old	47.5%	48.6%	49.2%	70.4%	51.2%
Over 44 years old	52.5%	51.4%	50.8%	29.6%	48.8%
Occupation					
Active	79.4%	77.4%	77.2%	86.1%	77.4%
Inactive	20.6%	22.6%	22.8%	13.9%	22.6%
Annual household income level					
Less than €50,000	55.4%	58.8%	65.5%	66.7%	57.4%
More than €50,000	44.6%	41.2%	34.5%	33.3%	42.6%
Education level					
No studies/Primary education	10.2%	10.1%	6.3%	2.6%	7.9%
Secondary education	23.4%	25.1%	25.4%	14.7%	22.4%
Higher education	66.4%	64.8%	68.3%	82.8%	69.7%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Average rating	8.71	8.65	8.48	8.70	8.53
Experience in the Canary Islands					
Worse or much worse than expected	2.3%	2.9%	4.3%	2.9%	2.4%
Lived up to expectations	55.4%	56.0%	53.7%	45.3%	53.0%
Better or much better than expected	42.2%	41.2%	42.0%	51.9%	44.6%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.73	8.73	8.33	8.91	8.67
Recommend visiting the Canary Island	8.94	8.92	8.77	9.04	8.93



8.67/10

Return to the
Canary Islands



8.93/10

Recommend
visiting the Canary
Islands

How many are loyal to the Canary Islands?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Repeat tourists					
- Germany	69.2%	69.4%	62.6%	59.4%	68.8%
- Spain	68.7%	65.4%	57.0%	72.4%	61.5%
- United Kingdom	78.1%	80.6%	62.7%	57.7%	76.7%
- Others	62.1%	65.9%	50.8%	44.2%	52.8%
Repeat tourists (3 or more visits)					
- Germany	48.9%	50.3%	44.8%	52.4%	51.2%
- Spain	47.2%	44.6%	30.9%	52.8%	43.3%
- United Kingdom	59.5%	61.5%	40.5%	40.7%	59.7%
- Others	44.0%	49.2%	32.8%	24.4%	31.4%

How many islands do they visit during their trip?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
One island	93.3%	92.1%	91.3%	84.5%	90.2%
Two or more islands	6.7%	7.9%	8.7%	15.5%	9.8%

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.