

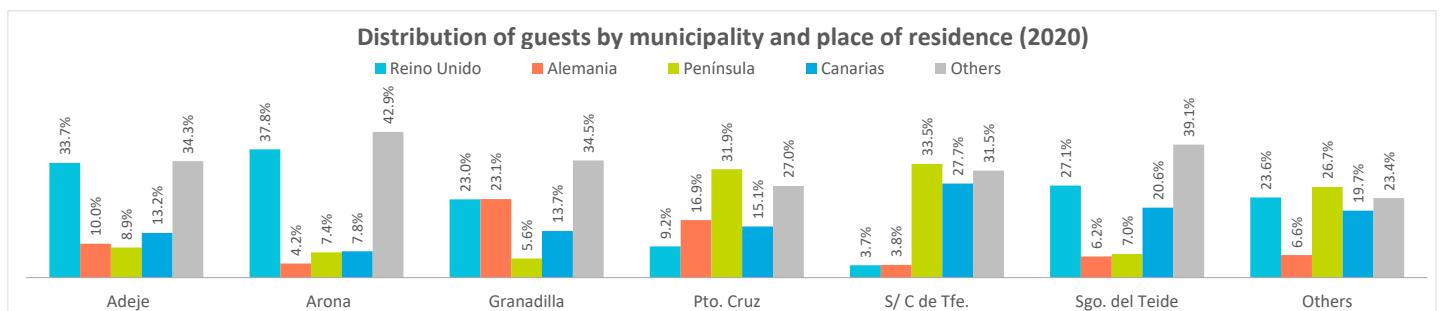
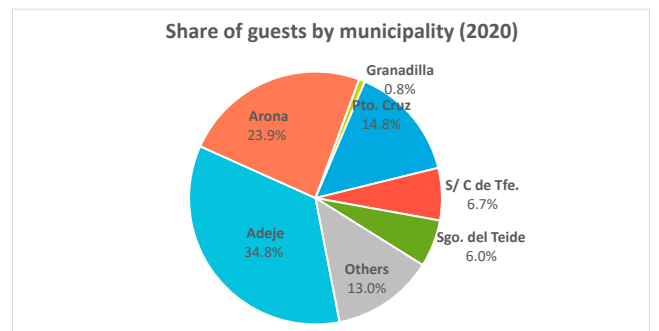
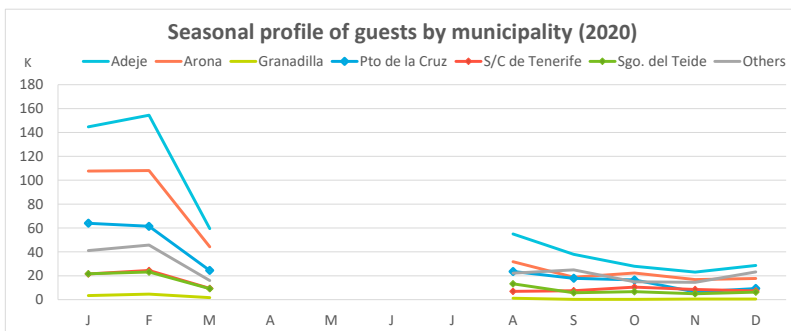
Tourist profile by municipality

Tenerife (2020)

GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay							Accommodation type		
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	441,037	329,776	10,041	127,597	42,319	71,263	113,806	1,135,839	835,961	299,878
- United Kingdom	190,794	146,869	2,868	22,050	3,983	26,636	50,059	443,259	318,078	125,181
- Germany	56,361	16,184	2,880	40,723	4,088	6,140	14,113	140,489	118,247	22,242
Spanish Mainland	50,197	28,900	699	76,683	36,427	6,837	56,621	256,364	230,641	25,723
Canary Islands	74,465	30,159	1,707	36,204	30,132	20,261	41,872	234,800	170,224	64,576
Total	565,699	388,835	12,447	240,484	108,878	98,361	212,299	1,627,003	1,236,826	390,177

Place of residence:	Municipality of stay (%)							Accommodation type (%)		
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	78.0%	84.8%	80.7%	53.1%	38.9%	72.5%	53.6%	69.8%	67.6%	76.9%
- United Kingdom	33.7%	37.8%	23.0%	9.2%	3.7%	27.1%	23.6%	27.2%	25.7%	32.1%
- Germany	10.0%	4.2%	23.1%	16.9%	3.8%	6.2%	6.6%	8.6%	9.6%	5.7%
Spanish Mainland	8.9%	7.4%	5.6%	31.9%	33.5%	7.0%	26.7%	15.8%	18.6%	6.6%
Canary Islands	13.2%	7.8%	13.7%	15.1%	27.7%	20.6%	19.7%	14.4%	13.8%	16.6%
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	3,585,235	2,694,212	60,920	1,118,880	101,135	544,212	739,769	8,844,363	6,162,353	2,682,010
- United Kingdom	1,512,187	1,176,653	18,864	166,905	11,590	231,303	333,757	3,451,259	2,313,709	1,137,550
- Germany	504,866	140,967	18,864	460,451	11,641	46,407	116,430	1,299,932	1,038,814	261,118
Spanish Mainland	226,316	165,888	2,263	409,837	76,916	26,273	226,152	1,133,645	987,917	145,728
Canary Islands	216,900	113,663	5,359	89,963	49,268	51,616	112,182	638,951	419,088	219,863
Total	4,028,451	2,973,763	68,542	1,618,680	227,319	622,101	1,078,103	10,616,959	7,569,358	3,047,601
Length of stay										
International	8.1	8.2	6.1	8.8	2.4	7.6	6.5	7.8	7.4	8.9
- United Kingdom	7.9	8.0	6.6	7.6	2.9	8.7	6.7	7.8	7.3	9.1
- Germany	9.0	8.7	6.7	11.3	2.9	7.6	8.3	9.3	8.8	11.7
Spanish Mainland	5.4	6.1	2.8	4.5	1.9	3.3	3.3	3.8	4.3	5.9
Canary Islands	2.9	3.8	3.1	2.5	1.6	2.6	2.7	2.7	2.5	3.4
Total	7.1	7.7	5.5	6.7	2.1	6.3	5.1	6.5	6.1	7.8
ADR (€)	116.5	88.2	70.7	52.6	64.2	99.1	98.9	93.0	102.8	68.2
RevPar (€)	59.3	42.4	37.2	27.5	33.8	47.8	45.6	46.3	52.8	31.3
Total revenue (€ million)	225.1	128.2	2.8	48.8	10.3	28.3	50.7	494	392	101.8
Bed-space occupancy rate (%)	45.2	39.5	41.2	46.4	40.6	44.2	37.5	42.6	51.4	36.2
Occupancy rate per room/apartment (%)	51.5	50.4	52.6	53.3	52.6	49.6	46.8	50.9	45.8	49.7

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

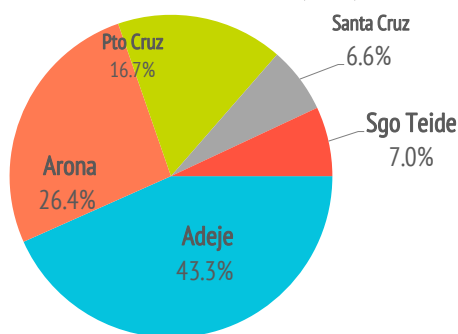
Tenerife (2020)

How many are they and how much do they spend?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourist arrivals (> 15 years old)	579,961	352,854	223,836	88,660	93,162
Average daily expenditure (€)	149.07	126.96	122.56	103.46	131.67
Average length of stay	9.67	10.61	9.97	8.53	10.48
Turnover per tourist (€)	1,262	1,092	1,032	694	1,143
Total turnover (> 15 years old) (€m)	732	385	231	61.6	106
Share of total turnover	40.0%	21.0%	12.6%	3.4%	6%
Share of total tourists	35.3%	21.5%	13.6%	5.4%	6%

Share of tourists by municipality (2020)



What is the main motivation for their holidays?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Rest	61.9%	58.8%	38.5%	15.5%	60.8%
Explore the destination	11.9%	11.8%	35.1%	23.2%	20.8%
Other reasons	23.6%	27.4%	23.2%	45.3%	17.6%

How far in advance do they book their trip?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Between 0 and 30 days	31.8%	31.4%	36.2%	41.3%	35.5%
Between 1 and 2 months	22.6%	21.8%	26.2%	27.5%	22.1%
More than 3 months	44.7%	45.7%	36.3%	30.0%	41.3%

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	55.8%	56.8%	41.4%	33.4%	43.7%
Friends or relatives	25.2%	29.4%	27.4%	46.0%	24.7%
Internet or social media	46.2%	48.7%	56.4%	44.5%	56.0%
Tour Operator or Travel Agency	21.8%	17.0%	19.3%	5.1%	22.5%
Others	15.0%	16.5%	26.6%	18.8%	26.4%

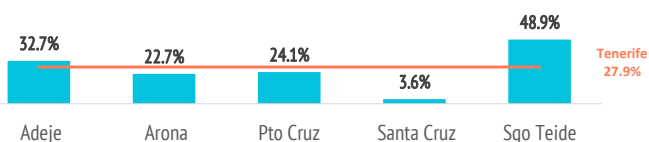
(*) Multi-choice question

What do they book?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Room only/ Bed & Breakfast	41.1%	51.2%	41.2%	89.2%	33.5%
Half board / Full board	26.2%	26.0%	34.7%	7.2%	17.6%
All inclusive	32.7%	22.7%	24.1%	3.6%	48.9%

ALL INCLUSIVE



(Canary Islands: 33.3%)

Importance of each factor in the destination choice



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Climate	82.0%	80.4%	65.6%	64.5%	81.2%
Safety	57.3%	51.7%	45.5%	41.5%	54.3%
Tranquility	47.9%	40.6%	44.6%	50.7%	46.5%
Sea	40.8%	39.6%	39.5%	49.6%	45.7%
Landscapes	31.5%	31.4%	48.9%	51.4%	38.2%
Accommodation supply	46.4%	37.5%	32.7%	20.4%	39.7%
European belonging	37.7%	36.5%	39.2%	31.8%	30.2%
Environment	30.8%	33.2%	39.5%	41.9%	33.7%
Price	34.9%	36.4%	32.6%	33.7%	38.5%
Effortless trip	34.2%	32.6%	30.4%	31.2%	30.7%
Beaches	33.3%	32.2%	24.0%	37.7%	26.9%
Gastronomy	26.2%	24.9%	26.6%	36.4%	22.5%
Authenticity	18.4%	19.3%	23.8%	31.7%	21.1%
Fun possibilities	21.5%	21.6%	18.1%	30.3%	16.6%
Hiking trail network	10.1%	10.4%	19.7%	17.2%	10.9%
Exoticism	11.5%	11.7%	14.5%	19.7%	12.0%
Shopping	11.9%	12.4%	8.9%	12.9%	6.9%
Historical heritage	7.1%	8.4%	13.1%	17.6%	6.1%
Culture	7.3%	7.5%	11.5%	17.1%	9.4%
Nightlife	8.4%	11.7%	6.5%	18.0%	5.7%

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	69.0%	50.4%	72.8%	37.7%	61.8%
- Apartment	16.1%	31.2%	12.5%	5.9%	20.7%
- Other type of accommodation	14.9%	18.4%	14.8%	56.4%	17.5%
German market	100%	100%	100%	100%	100%
- Hotel	78.9%	44.5%	75.3%	27.0%	71.8%
- Apartment	11.6%	31.2%	8.9%	5.4%	13.5%
- Other type of accommodation	9.6%	24.2%	15.8%	67.7%	14.6%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	72.5%	49.8%	78.4%	40.9%	65.7%
- Apartment	11.1%	21.6%	9.8%	4.8%	18.0%
- Other type of accommodation	16.4%	28.5%	11.8%	54.3%	16.3%
British market	100%	100%	100%	100%	100%
- Hotel	70.3%	59.3%	78.9%	23.0%	54.0%
- Apartment	16.7%	32.3%	11.9%	6.3%	29.3%
- Other type of accommodation	13.0%	8.4%	9.2%	70.6%	16.6%
Other markets	100%	100%	100%	100%	100%
- Hotel	64.3%	42.6%	60.3%	41.3%	64.3%
- Apartment	17.9%	32.5%	19.2%	9.0%	16.7%
- Other type of accommodation	17.9%	24.9%	20.5%	49.7%	19.0%

Length of stay by type of accommodation

All markets	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
- Hotel	8.4	8.5	8.7	5.8	8.1
- Apartment	11.4	11.4	9.3	9.1	12.2
- Private accommodation	15.7	16.7	18.4	10.3	19.7
- Other type of accommodation	10.0	10.1	9.1	10.0	9.5

Tourist profile by municipality

Tenerife (2020)

Activities in the Canary Islands



Activities in the Canary Islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Outdoor time per day					
0 - 8 hours	70.8%	62.1%	49.9%	35.1%	70.8%
More than 8 hours	29.2%	37.9%	50.1%	64.9%	29.2%
Activities in the Canary Islands					
Walk, wander	69.8%	75.9%	76.9%	69.3%	74.7%
Beach	59.2%	61.1%	62.1%	55.1%	62.9%
Swimming pool, hotel facilities	63.8%	59.4%	52.6%	18.0%	64.4%
Explore the island on their own	39.8%	41.3%	65.1%	50.6%	54.5%
Activities at sea	31.8%	30.7%	28.6%	22.4%	34.1%
Taste Canarian gastronomy	21.8%	21.2%	38.1%	40.1%	21.9%
Nature activities	17.1%	18.0%	34.1%	27.5%	23.5%
Sport activities	14.5%	14.5%	9.9%	13.6%	10.5%
Sea excursions / whale watching	14.3%	12.3%	12.3%	9.1%	23.7%
Organized excursions	13.9%	12.7%	18.0%	6.3%	18.6%
Nightlife / concerts / shows	12.2%	17.3%	10.8%	21.5%	7.0%
Theme parks	10.5%	10.2%	19.1%	8.0%	12.4%
Wineries/markets/popular festivals	6.2%	6.0%	15.8%	18.6%	7.5%
Museums / exhibitions	3.3%	4.4%	14.2%	12.1%	3.5%
Beauty and health treatments	6.5%	5.2%	5.3%	4.0%	4.1%
Astronomical observation	3.9%	3.1%	6.2%	5.3%	5.2%

(*) 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%

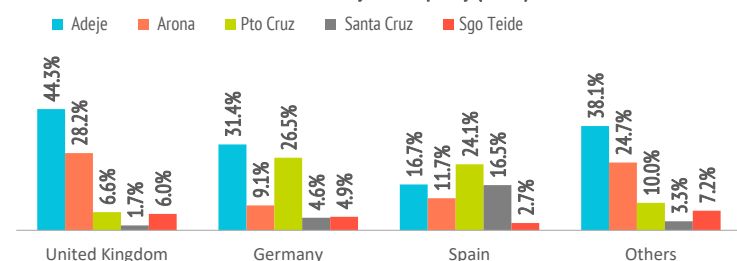
* Multi-choice question

Where are they from?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourists (> 15 years old)					
United Kingdom	230,399	146,769	34,318	9,082	30,990
Germany	65,453	19,004	55,243	9,513	10,283
Spain	50,735	35,539	72,935	49,971	8,064
Others	233,374	151,542	61,340	20,094	43,825
& Tourists					
United Kingdom	44.3%	28.2%	6.6%	1.7%	6%
Germany	31.4%	9.1%	26.5%	4.6%	5%
Spain	16.7%	11.7%	24.1%	16.5%	3%
Others	38.1%	24.7%	10.0%	3.3%	7%

Tourist arrivals by municipality (2020)



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.

Who are they?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Gender					
Menos de 50.000€	48.3%	47.8%	54.5%	61.0%	47.8%
Women	51.7%	52.2%	45.5%	39.0%	52.2%
Age range (> 15 years old)					
16 - 44 years old	41.5%	42.8%	48.3%	71.5%	55.4%
Over 44 years old	58.5%	57.2%	51.7%	28.5%	44.6%
Occupation					
Active	75.0%	73.7%	76.4%	83.9%	82.0%
Inactive	25.0%	26.3%	23.6%	16.1%	18.0%
Annual household income level					
Less than €50,000	51.8%	58.9%	63.4%	64.4%	54.3%
More than €50,000	48.2%	41.1%	36.6%	35.6%	45.7%
Education level					
No studies/Primary education	8.3%	8.9%	4.9%	1.7%	8.8%
Secondary education	21.4%	21.3%	25.1%	14.0%	17.3%
Higher education	70.3%	69.8%	69.9%	84.3%	73.9%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Average rating	8.71	8.63	8.55	8.69	8.72
Experience in the Canary Islands					
Worse or much worse than expected	3.4%	3.5%	3.6%	4.9%	1.8%
Lived up to expectations	55.7%	56.8%	52.9%	48.6%	53.1%
Better or much better than expected	41.0%	39.7%	43.5%	46.5%	45.0%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.84	8.91	8.60	8.91	8.77
Recommend visiting the Canary Islands	8.98	9.01	8.87	9.07	9.12

8.81/10

Return to the Canary Islands

9.00/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Repeat tourists					
Repeat tourists	75.9%	75.7%	62.3%	64.6%	63.5%
- Germany	68.9%	78.4%	66.6%	64.5%	37.9%
- Spain	72.1%	68.1%	56.9%	69.5%	62.6%
- United Kingdom	84.5%	81.9%	76.1%	74.7%	76.5%
- Others	70.2%	71.1%	57.2%	48.0%	60.5%
Repeat tourists (3 or more visits)					
Repeat tourists (3 or more visits)	58.2%	62.3%	44.0%	46.3%	45.9%
- Germany	52.6%	70.0%	52.8%	49.1%	29.4%
- Spain	49.8%	50.5%	36.6%	52.1%	43.5%
- United Kingdom	68.3%	70.2%	55.9%	43.5%	63.4%
- Others	51.6%	56.5%	38.1%	31.8%	37.9%

How many islands do they visit during their trip?



	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
One island	92.7%	92.8%	90.1%	87.0%	89.6%
Two or more islands	7.3%	7.2%	9.9%	13.0%	10.4%