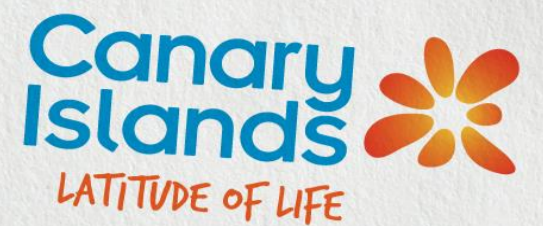


PROFILE OF TOURIST VISITING TENERIFE 2020

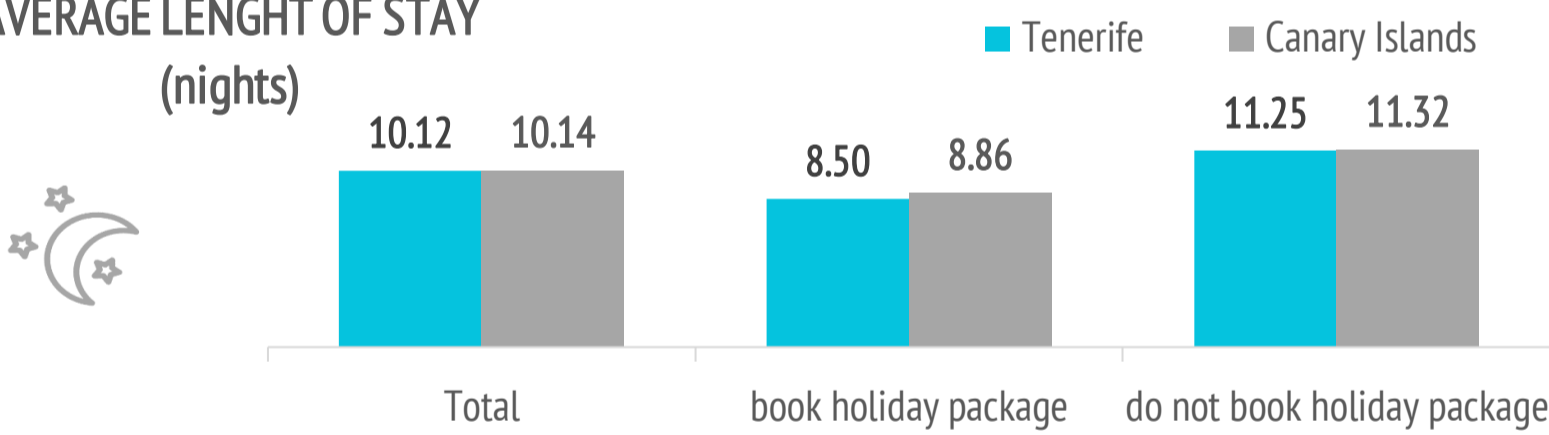


How many are they and how much do they spend?

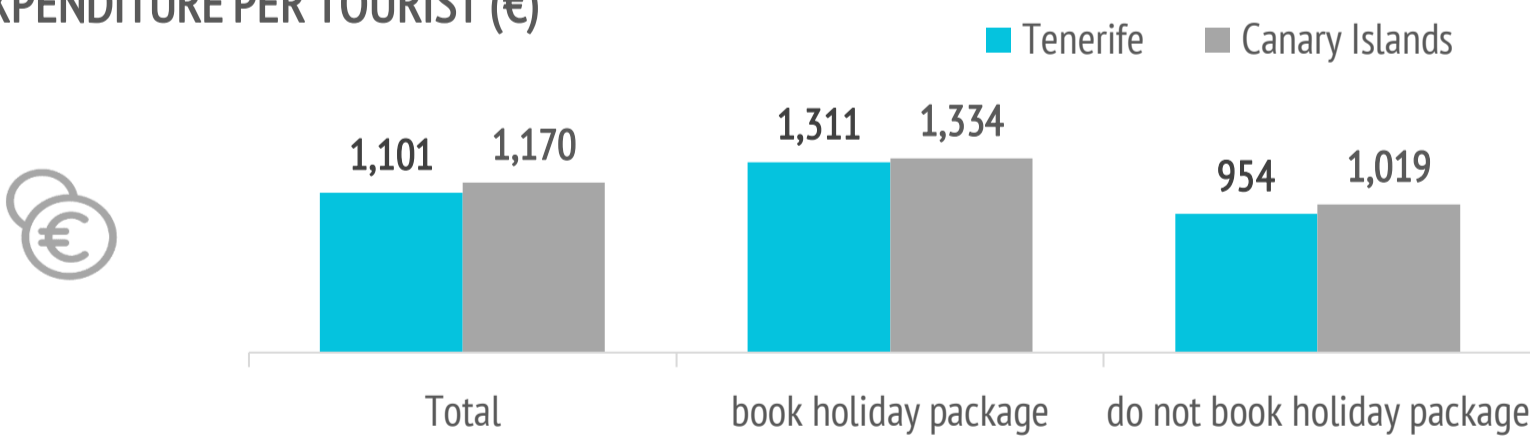


	Tenerife	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	1,857,410	4,631,803
Tourist arrivals > 15 years old (EGT)	1,644,703	4,110,955
- book holiday package	677,000	1,970,658
- do not book holiday package	967,703	2,140,297
- % tourists who book holiday package	41.2%	47.9%
Share of total tourist	40.1%	100%
Expenditure per tourist (€)		
- book holiday package	1,311	1,334
- holiday package	1,054	1,093
- others	256	241
- do not book holiday package	954	1,019
- flight	240	260
- accommodation	320	363
- others	394	396
Average lenght of stay	10.12	10.14
- book holiday package	8.50	8.86
- do not book holiday package	11.25	11.32
Average daily expenditure (€)	130.4	135.3
- book holiday package	164.4	160.6
- do not book holiday package	106.5	112.0
Total turnover (> 15 years old) (€m)	1,810	4,809
- book holiday package	887	2,629
- do not book holiday package	923	2,180

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Tenerife	Canary Islands
Don't have holiday	8.4%	8.8%
Canary Islands	24.5%	29.0%
Other destination	67.1%	62.2%

What other destinations do they consider for this trip?*

	Tenerife	Canary Islands
None	31.3%	39.2%
Canary Islands	24.7%	31.1%
Other destination	43.9%	29.7%

*available data for the second half of 2020. Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice



	Tenerife	Canary Islands
Climate	76.5%	78.0%
Safety	51.1%	51.7%
Tranquility	46.0%	48.4%
Sea	41.2%	46.1%
Landscapes	38.6%	35.5%
Accommodation supply	37.7%	39.4%
European belonging	36.4%	37.6%
Environment	35.1%	33.2%
Price	34.7%	32.9%
Effortless trip	32.3%	34.0%
Beaches	30.6%	38.0%
Gastronomy	26.4%	25.5%
Authenticity	21.8%	21.6%
Fun possibilities	20.8%	18.4%
Hiking trail network	14.2%	12.9%
Exoticism	12.5%	11.1%
Shopping	10.3%	9.1%
Historical heritage	9.8%	9.3%
Culture	9.3%	8.7%
Nightlife	9.0%	7.6%

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 LANDSCAPES

TENERIFE
38.6%



CANARY ISLANDS
35.5%

What is the main motivation for their holidays?



	Tenerife	Canary Islands
Rest	52.4%	54.9%
Enjoy family time	14.7%	13.6%
Have fun	9.0%	6.9%
Explore the destination	19.5%	19.3%
Practice their hobbies	1.9%	2.4%
Other reasons	2.5%	2.8%

HAVE FUN



9.0%



6.9%

How far in advance do they book their trip?



	Tenerife	Canary Islands
The same day	1.1%	1.0%
Between 1 and 30 days	33.1%	32.6%
Between 1 and 2 months	24.2%	24.2%
Between 3 and 6 months	25.3%	25.3%
More than 6 months	16.4%	16.9%

PROFILE OF TOURIST VISITING TENERIFE
2020



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

	Tenerife	Canary Islands
Previous visits to the Canary Islands	49.6%	52.2%
Friends or relatives	29.7%	26.3%
Internet or social media	49.2%	50.7%
Mass Media	2.4%	2.3%
Travel guides and magazines	7.0%	7.4%
Travel Blogs or Forums	5.7%	5.7%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	16.8%	19.8%
Public administrations or similar	1.1%	0.9%
Others	2.9%	2.6%

* Multi-choise question

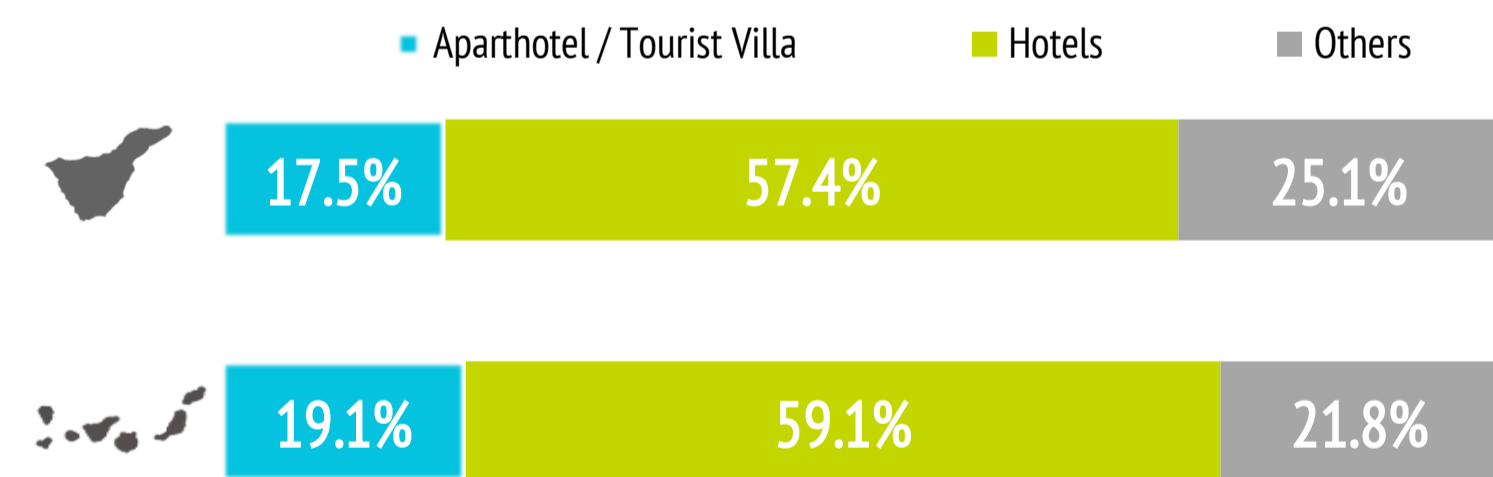
With whom did they book their flight and accommodation?

	Tenerife	Canary Islands
Flight		
- Directly with the airline	56.9%	50.4%
- Tour Operator or Travel Agency	43.1%	49.6%
Accommodation		
- Directly with the accommodation	43.1%	37.4%
- Tour Operator or Travel Agency	56.9%	62.6%

Where do they stay?

	Tenerife	Canary Islands
1-2-3* Hotel	10.2%	11.7%
4* Hotel	36.1%	37.7%
5* Hotel / 5* Luxury Hotel	11.2%	9.7%
Aparthotel / Tourist Villa	17.5%	19.1%
House/room rented in a private dwellin	7.7%	6.5%
Private accommodation (1)	11.6%	9.5%
Others (Cottage, cruise, camping,...)	5.8%	5.8%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Tenerife	Canary Islands
Room only	31.0%	29.0%
Bed and Breakfast	17.9%	14.5%
Half board	20.5%	20.3%
Full board	3.1%	3.3%
All inclusive	27.4%	32.8%

31% of tourists book room only.
(Canary Islands: 29%)

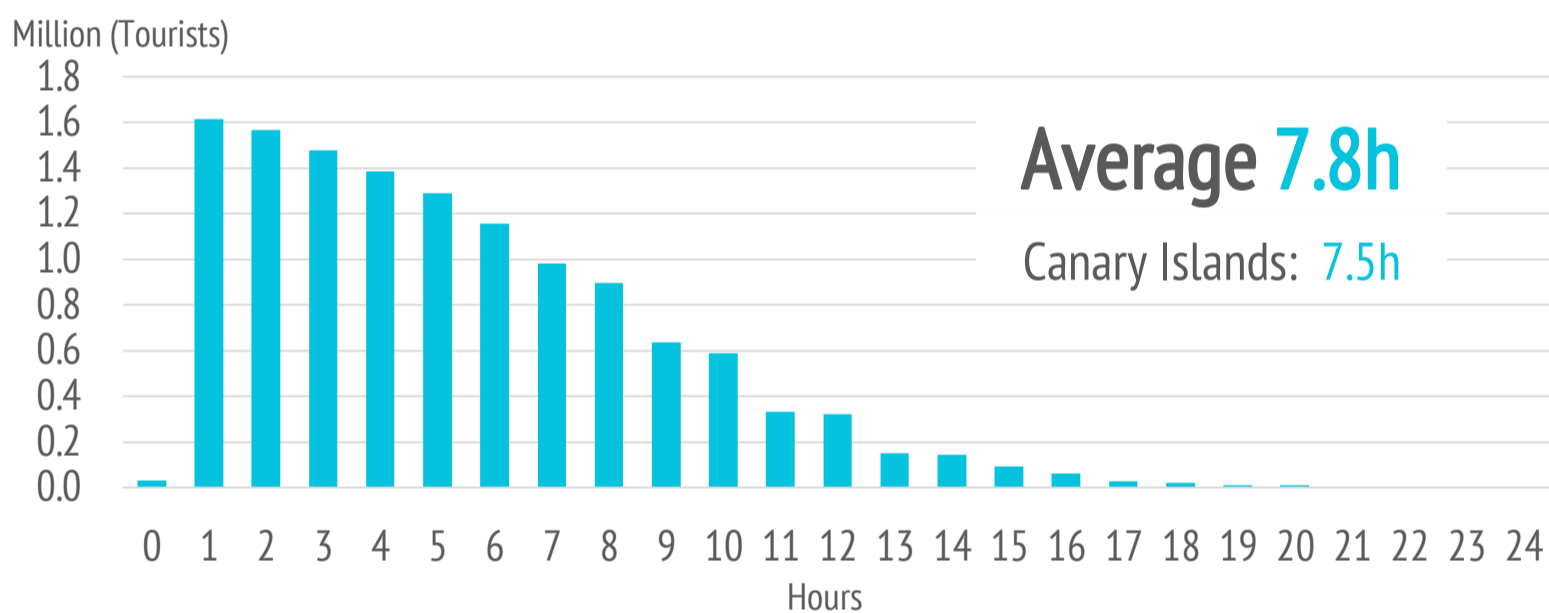
Other expenses

	Tenerife	Canary Islands
Restaurants or cafes	62.5%	63.7%
Supermarkets	51.5%	54.6%
Car rental	31.5%	31.7%
Organized excursions	18.4%	18.4%
Taxi, transfer, chauffeur service	34.6%	43.6%
Theme Parks	6.2%	4.5%
Sport activities	5.6%	6.1%
Museums	2.0%	4.4%
Flights between islands	4.8%	5.2%

Activities in the Canary Islands

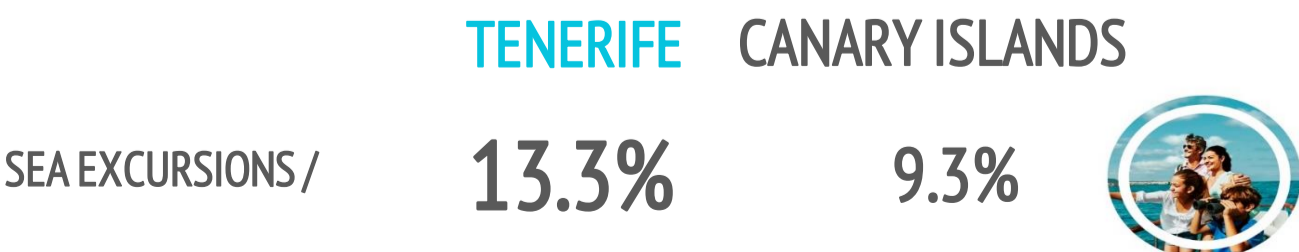
Outdoor time per day	Tenerife	Canary Islands
0 hours	1.9%	2.0%
1 - 2 hours	8.3%	8.9%
3 - 6 hours	30.0%	33.2%
7 - 12 hours	50.5%	47.3%
More than 12 hours	9.2%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

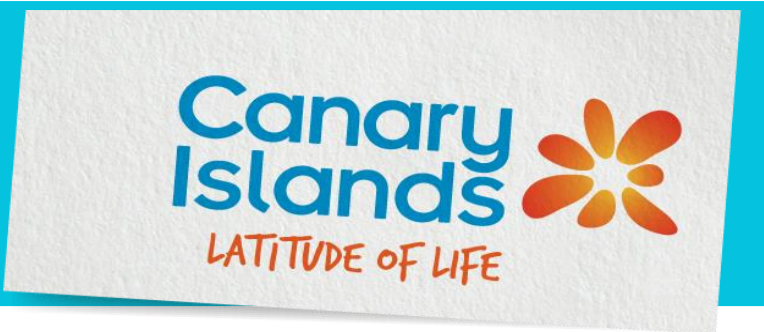


Activities in the Canary Islands	Tenerife	Canary Islands
Walk, wander	72.6%	72.6%
Beach	59.9%	66.5%
Swimming pool, hotel facilities	53.4%	53.3%
Explore the island on their own	48.2%	49.7%
Swim	28.5%	30.4%
Taste Canarian gastronomy	27.5%	27.0%
Hiking	20.2%	19.8%
Sea excursions / whale watching	13.3%	9.3%
Organized excursions	13.3%	12.5%
Nightlife / concerts / shows	13.0%	11.8%
Theme parks	11.3%	8.1%
Wineries / markets / popular festivals	9.5%	11.1%
Other Nature Activities	8.7%	7.9%
Museums / exhibitions	6.9%	10.2%
Running	6.8%	7.2%
Beauty and health treatments	5.4%	5.2%
Astronomical observation	4.9%	4.1%
Practice other sports	4.5%	4.7%
Scuba Diving	2.7%	2.8%
Golf	2.6%	2.2%
Cycling / Mountain bike	2.5%	3.9%

* Multi-choise question



PROFILE OF TOURIST VISITING TENERIFE
2020



Which places do they visit in Tenerife?

	%	Absolute
Parque Nacional del Teide	37.5%	625,015
Santa Cruz (capital de la isla)	32.2%	536,683
La Laguna (Ciudad Patrimonio de la t	21.8%	364,226
Acantilado de los Gigantes	18.8%	313,977
La Orotava	18.1%	302,726
Garachico	17.0%	283,531
Icod de los Vinos (Drago Milenario)	15.1%	252,113
Parque rural de Anaga	14.4%	239,991
Barranco de Masca	12.8%	213,013
Teno / Buenavista	8.1%	135,997
Barranco del Infierno	3.7%	61,112

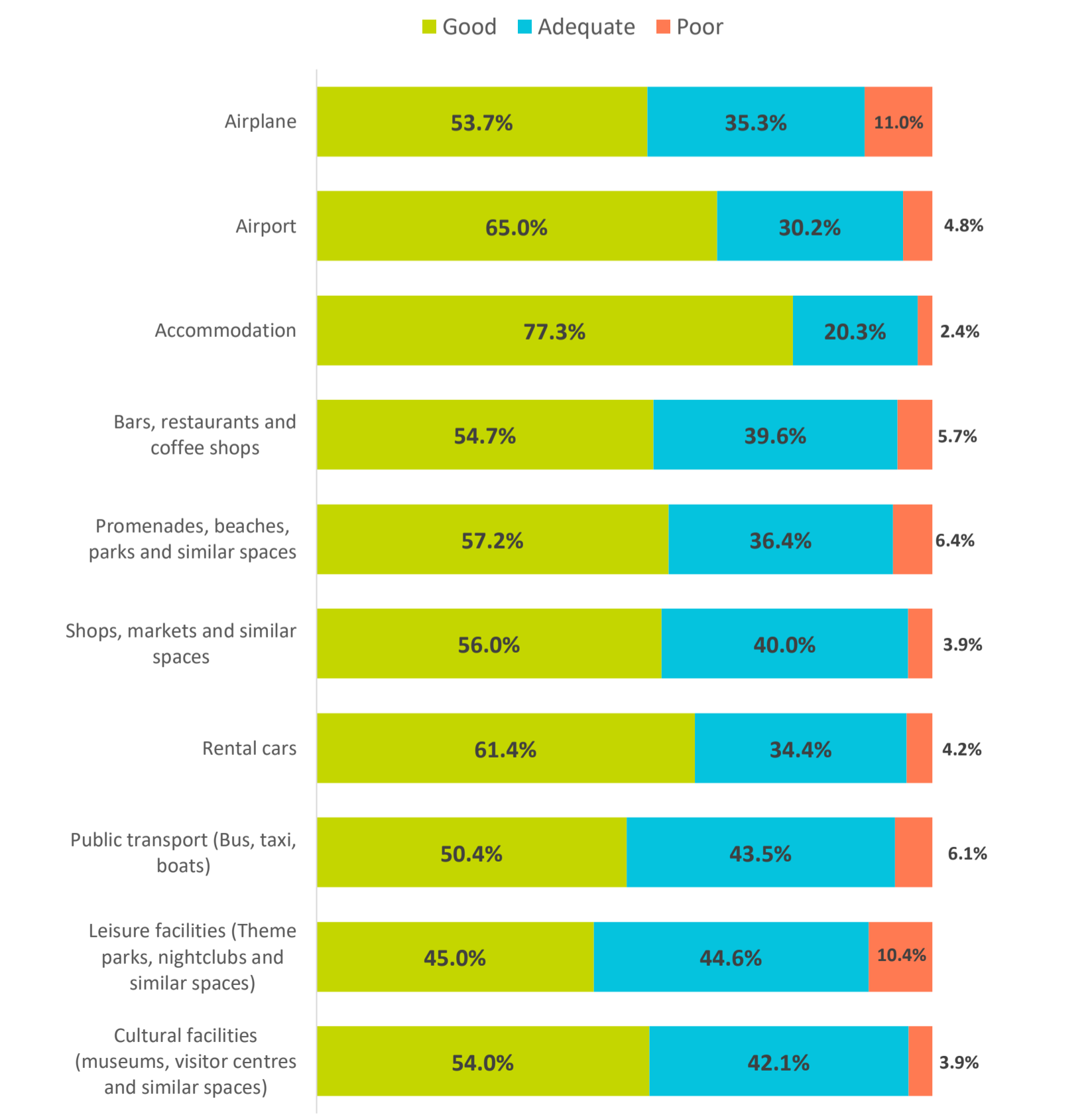
”
4 in 10 tourists in Tenerife visit
Teide National Park

Health safety*

Planning the trip: Importance	Tenerife	Canary Islands
Average rating (scale 0-10)	8.15	8.19

During the stay: Rate	Tenerife	Canary Islands
Average rating (scale 0-10)	8.50	8.53

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?



	Tenerife	Canary Islands
One island	91.1%	90.8%
Two islands	7.7%	7.2%
Three or more islands	1.3%	2.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Tenerife	Canary Islands
Average rating	8.67	8.70

Experience in the Canary Islands	Tenerife	Canary Islands
Worse or much worse than expected	3.3%	2.9%
Lived up to expectations	54.6%	56.1%
Better or much better than expected	42.0%	41.0%

Future intentions (scale 1-10)	Tenerife	Canary Islands
Return to the Canary Islands	8.80	8.82
Recommend visiting the Canary Islands	8.98	8.99

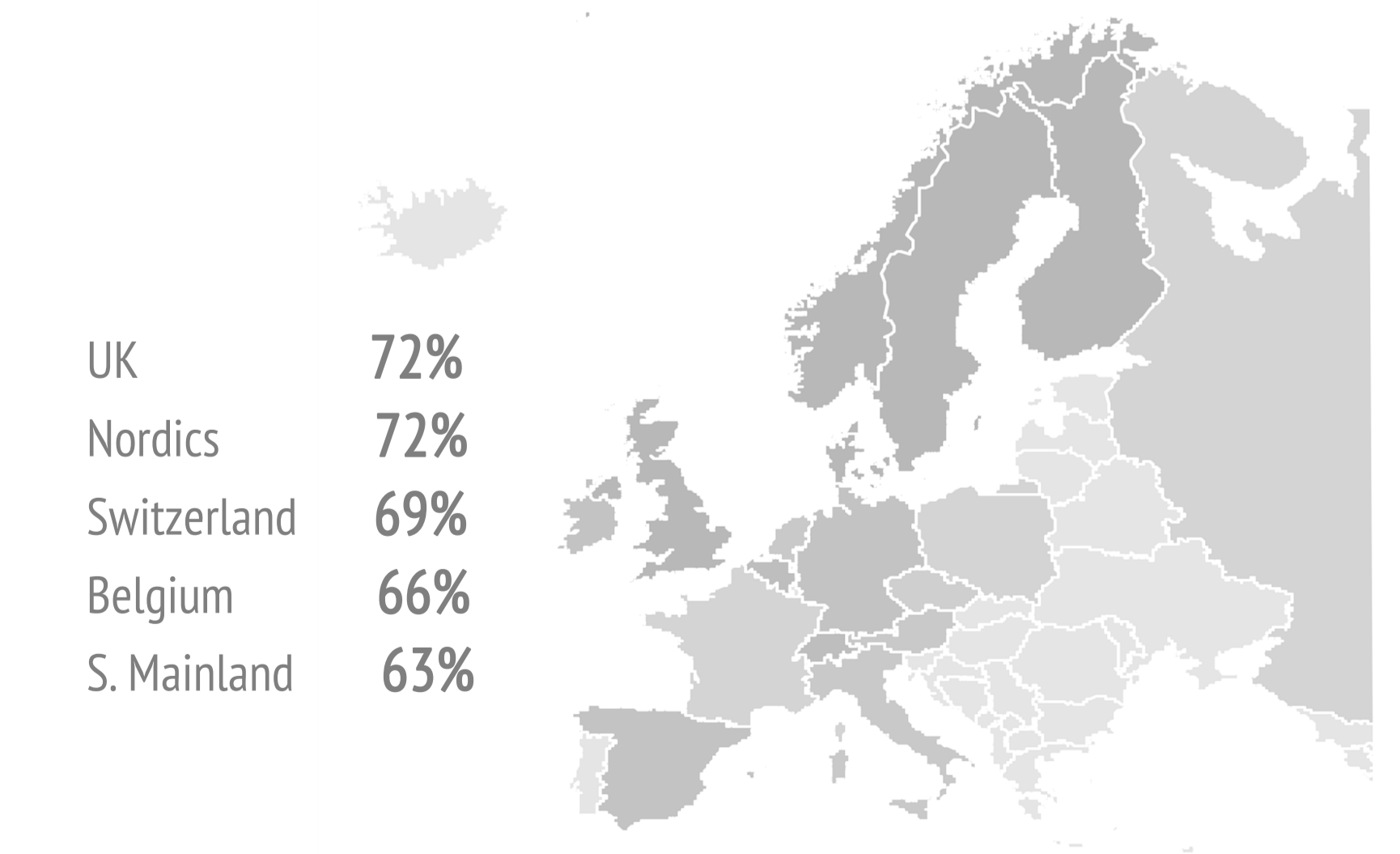


How many are loyal to the Canary Islands?



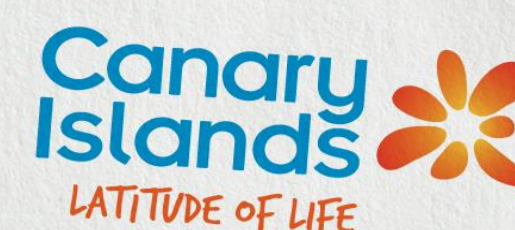
	on Tenerife	in the Canary Islands
Tenerife: Repeat tourists	64.2%	54.7%
Tenerife: At least 10 previous visits	11.2%	6.1%
Canary Islands: Repeat tourists	70.9%	75.2%
Canary Islands: At least 10 previous visits	19.5%	22.2%

TOP 5: % REPEAT TOURISTS BY MARKETS



*available data for the second half of 2020

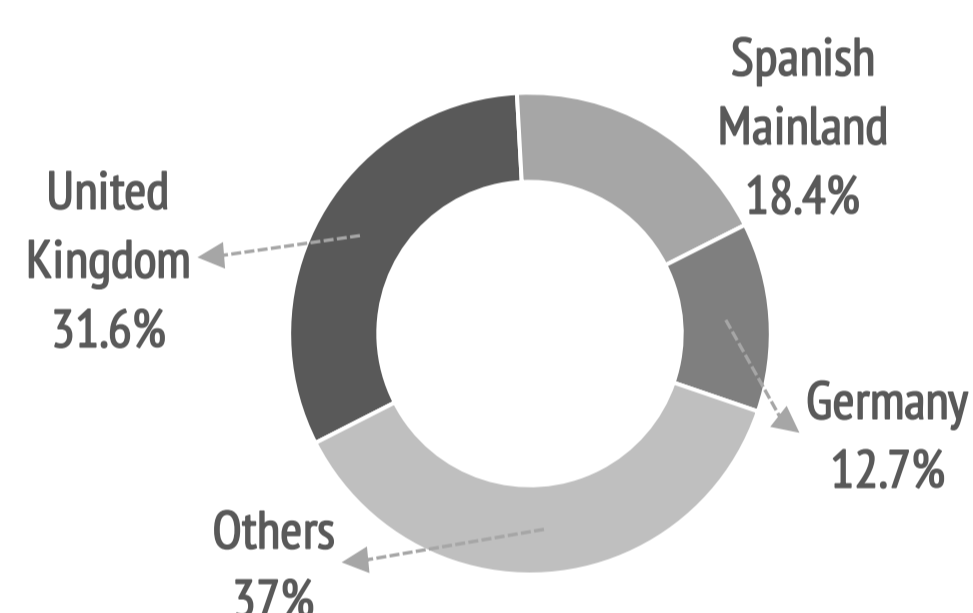
PROFILE OF TOURIST VISITING TENERIFE 2020



Where are they from?



	%	Absolute
United Kingdom	31.6%	520,264
Spanish Mainland	18.4%	302,915
Germany	12.7%	208,655
Belgium	5.2%	85,272
France	4.5%	74,229
Italy	3.6%	59,264
Netherlands	3.1%	51,482
Poland	2.7%	44,661
Sweden	2.3%	37,811
Denmark	2.2%	36,475
Ireland	2.1%	34,165
Finland	1.9%	31,658
Norway	1.6%	25,782
Switzerland	1.1%	18,699
Austria	1.1%	18,031
Russia	0.8%	13,722
Czech Republic	0.6%	9,458
Others	4.4%	72,159



Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	12.1%	12.0%
Only with partner	49.4%	50.3%
Only with children (< 13 years old)	4.7%	4.8%
Partner + children (< 13 years old)	5.3%	5.1%
Other relatives	8.2%	7.6%
Friends	7.2%	6.7%
Work colleagues	0.7%	0.7%
Organized trip	0.4%	0.4%
Other combinations (1)	11.9%	12.4%
<i>(1) Different situations have been isolated</i>		
Tourists with children	14.2%	13.9%
- Between 0 and 2 years old	1.7%	1.4%
- Between 3 and 12 years old	11.3%	11.5%
- Between 0 -2 and 3-12 years	1.2%	1.1%
Tourists without children	85.8%	86.1%
Group composition:		
- 1 person	16.6%	15.4%
- 2 people	56.1%	57.7%
- 3 people	10.7%	10.2%
- 4 or 5 people	13.8%	13.8%
- 6 or more people	2.8%	2.9%
Average group size:	2.38	2.40

Who are they?



	Tenerife	Canary Islands
Gender		
Men	50.2%	49.8%
Women	49.8%	50.2%
Age		
Average age (tourist > 15 years old)	46.0	47.8
Standard deviation	15.7	15.8
Age range (> 15 years old)		
16 - 24 years old	8.6%	7.6%
25 - 30 years old	12.6%	10.3%
31 - 45 years old	28.6%	26.6%
46 - 60 years old	29.4%	31.4%
Over 60 years old	20.8%	24.1%
Occupation		
Salaried worker	52.4%	50.9%
Self-employed	12.8%	12.0%
Unemployed	1.5%	1.4%
Business owner	10.1%	10.4%
Student	4.3%	3.8%
Retired	17.3%	19.8%
Unpaid domestic work	0.6%	0.5%
Others	0.9%	1.2%
Annual household income level		
Less than €25,000	17.7%	15.3%
€25,000 - €49,999	38.9%	37.6%
€50,000 - €74,999	21.2%	23.7%
More than €74,999	22.1%	23.4%
Education level		
No studies	4.8%	3.7%
Primary education	2.1%	2.4%
Secondary education	19.7%	21.8%
Higher education	73.3%	72.1%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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