

Official figures reveal a record-breaking 2 million visitors from the UK to Tenerife in 2016

Tenerife received a record number of 2,049,093 visitors from the UK in 2016 (+16.1%)



17th February 2017 – Official figures released by the [Tenerife Tourism Corporation](#) show that the largest of the Canary Islands welcomed a total of 2,049,093 visitors from the UK last year – a 16.1% upsurge compared to 2015 – and the highest number ever recorded. The UK market retains its prevailing position as the largest source market to Tenerife, accounting for 36.6% of all visitors to the island.

The 20.4% increase in air capacity and the launch of new routes from the UK in 2016 played a key role in hitting a record-breaking number of British visitors to Tenerife. Arrivals to the island from UK airports saw an 18.2% growth.

Mr. Alberto Bernabé, Tourism Minister for the Tenerife Island Government, comments: “We are extremely pleased with the performance of the UK market last year, especially after the Brexit referendum. We would like to thank all of our valued partners – including UK tour operators, travel agencies and airlines – for their unconditional support throughout 2016 and for helping us to achieve these excellent results.

“Market forecasts allow us to remain optimistic for the present year as, according to ForwardKeys and GfK, UK holiday bookings to Tenerife are predicted to experience an overall 11.4% increase in the first half of 2017,” adds Mr. Bernabé.

Tenerife also saw a record performance from the Irish market in 2016: a total of 93,501 visitors from Ireland travelled to Tenerife last year, a remarkable 17.9% increase compared to 2015. Air capacity from Ireland saw a 14.7% upsurge in 2016.

Mr. Carlos Alonso, President of the Tenerife Island Government, says: “One of our priorities is to maintain the competitiveness of Tenerife as a leading European tourist destination. We have

invested almost €100 million to improve the island's infrastructure, including the refurbishment of tourist and coastal areas."

Tenerife welcomed a total of 5,596,764 worldwide visitors in 2016, a 7.9% increase on the previous year. Their average stay on the island was 7.54 days and their total daily expenditure was €121 per person. Satisfaction rates scored 8.69 out of 10 in 2016.

For more information on Tenerife, please visit: www.webtenerife.co.uk

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About Tenerife

Tenerife is the largest of the Canary Islands and one of the most popular and easily accessible holiday destinations for UK travellers. Guaranteed sunshine, diverse landscapes, idyllic beaches and charming villages make the island an ideal holiday choice all year round, while its vast array of fantastic activities, from year-round whale watching and stargazing on Spain's tallest peak to caving adventures inside Europe's largest lava tubes, ensure that the island's variety of experiences are as unforgettable as its flavours and friendly people.

For general tourism information on Tenerife, please visit: www.webtenerife.co.uk

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