

TOURIST PROFILE BY QUARTER OF TRIP (2022)

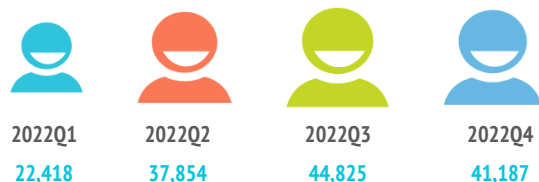
LA PALMA

How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR)	22,418	37,854	44,825	41,187	146,284
Tourist arrivals > 15 years old (EGT)	20,528	34,813	37,915	38,784	132,040
- book holiday package	5,185	12,821	15,045	17,374	50,425
- do not book holiday package	15,343	21,992	22,871	21,410	81,615
- % tourists who book holiday package	25.3%	36.8%	39.7%	44.8%	38.2%

TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	1,095	853	1,324	1,067	1,089
- book holiday package	1,185	1,030	1,560	1,277	1,289
- holiday package	881	846	1,281	1,055	1,051
- others	304	184	279	222	238
- do not book holiday package	1,064	751	1,168	896	965
- flight	272	236	328	231	267
- accommodation	372	259	401	338	341
- others	421	256	439	327	357
Average lenght of stay	10.00	7.53	9.07	9.00	8.79
- book holiday package	9.04	8.03	9.00	8.59	8.62
- do not book holiday package	10.32	7.24	9.11	9.33	8.89
Average daily expenditure (€)	134.6	128.6	151.8	135.1	138.1
- book holiday package	146.3	136.3	179.6	161.5	158.9
- do not book holiday package	130.6	124.1	133.4	113.6	125.2
Total turnover (> 15 years old) (€m)	22	30	50	41	144
- book holiday package	6	13	23	22	65
- do not book holiday package	16	17	27	19	79

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	18.8%	24.1%	15.7%	19.7%	19.7%
Canary Islands	19.1%	14.1%	23.3%	16.1%	18.0%
Other destination	62.1%	61.8%	60.9%	64.2%	62.3%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	43.3%	40.0%	19.9%	32.6%	31.1%
Canary Islands (other island)	32.2%	23.2%	23.3%	23.7%	24.4%
Other destination	24.5%	36.8%	56.9%	43.6%	44.5%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Landscapes	75.0%	63.7%	63.2%	66.8%	66.0%
Climate	66.4%	65.0%	47.2%	65.0%	59.9%
Tranquility	58.0%	58.7%	51.8%	52.3%	54.6%
Environment	59.3%	45.9%	51.6%	43.1%	48.6%
Safety	45.0%	40.7%	42.6%	43.6%	42.7%
Hiking trail network	41.5%	30.9%	35.1%	42.8%	37.2%
Authenticity	36.2%	32.9%	38.4%	38.4%	36.6%
Sea	32.3%	36.4%	35.0%	34.1%	34.8%
European belonging	39.7%	27.7%	34.5%	27.8%	31.4%
Price	15.5%	24.5%	36.8%	26.1%	27.4%
Accommodation supply	28.1%	22.5%	24.2%	33.6%	27.1%
Effortless trip	24.9%	29.0%	24.6%	28.8%	27.1%
Gastronomy	17.6%	26.5%	23.0%	27.5%	24.5%
Beaches	12.8%	16.0%	17.9%	20.2%	17.4%
Exoticism	12.2%	18.9%	17.7%	12.7%	15.8%
Fun possibilities	14.7%	11.4%	12.9%	11.5%	12.3%
Historical heritage	14.2%	8.3%	10.7%	8.8%	10.0%
Culture	13.2%	6.6%	7.5%	5.2%	7.3%
Shopping	1.9%	3.4%	4.7%	1.8%	3.1%
Nightlife	3.5%	1.5%	0.4%	0.8%	1.2%

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.



What is the main motivation for their holidays?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	24.0%	28.6%	21.9%	24.3%	24.7%
Enjoy family time	12.0%	10.7%	9.8%	9.3%	10.2%
Have fun	2.7%	3.8%	8.4%	7.8%	6.2%
Explore the destination	54.6%	50.3%	58.0%	52.4%	53.8%
Practice their hobbies	2.2%	2.8%	1.1%	4.1%	2.6%
Other reasons	4.4%	3.9%	0.8%	2.1%	2.5%

How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	7.5%	0.5%	0.1%	0.3%	1.4%
Between 1 and 30 days	46.2%	44.9%	21.5%	26.8%	33.0%
Between 1 and 2 months	22.5%	33.6%	27.0%	34.5%	30.2%
Between 3 and 6 months	13.3%	14.8%	33.8%	34.4%	25.8%
More than 6 months	10.5%	6.2%	17.6%	4.1%	9.5%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2022)

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	48.2%	36.5%	42.7%	38.1%	40.5%
Friends or relatives	27.8%	29.6%	27.8%	25.7%	27.7%
Internet or social media	45.5%	69.7%	57.7%	70.7%	62.8%
Mass Media	6.0%	4.6%	3.7%	3.7%	4.3%
Travel guides and magazines	11.7%	13.1%	14.2%	14.1%	13.5%
Travel Blogs or Forums	8.7%	18.8%	19.6%	8.2%	14.3%
Travel TV Channels	3.7%	0.1%	3.5%	6.2%	3.4%
Tour Operator or Travel Agency	12.4%	16.7%	21.3%	16.7%	17.3%
Public administrations or similar	5.2%	7.8%	2.4%	0.9%	3.8%
Others	4.2%	1.9%	1.6%	4.5%	3.0%

* Multi-choise question

With whom did they book their flight and accommodation?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	59.7%	56.6%	50.5%	48.4%	53.0%
- Tour Operator or Travel Agency	40.3%	43.4%	49.5%	51.6%	47.0%
Accommodation					
- Directly with the accommodation	57.2%	42.3%	41.0%	29.6%	40.5%
- Tour Operator or Travel Agency	42.8%	57.7%	59.0%	70.4%	59.5%

Where do they stay?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	3.1%	1.9%	0.6%	6.4%	3.1%
4* Hotel	53.1%	60.1%	62.1%	56.3%	58.5%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	24.4%	24.2%	21.3%	22.8%	23.0%
House/room rented in a private dwelli	6.5%	1.8%	5.3%	4.4%	4.3%
Private accommodation ⁽¹⁾	8.3%	6.8%	4.2%	5.5%	5.9%
Others (Cottage, cruise, camping,...)	4.6%	5.2%	6.5%	4.5%	5.3%

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

What do they book?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	25.1%	27.8%	32.0%	31.0%	29.6%
Bed and Breakfast	35.1%	16.2%	18.2%	16.6%	19.7%
Half board	32.5%	39.0%	25.3%	30.9%	31.6%
Full board	1.3%	0.6%	0.3%	4.0%	1.6%
All inclusive	6.0%	16.4%	24.1%	17.5%	17.5%

31.6% of tourists book half board



32.5%
2022Q1



25.3%
2022Q3



39.0%
2022Q2



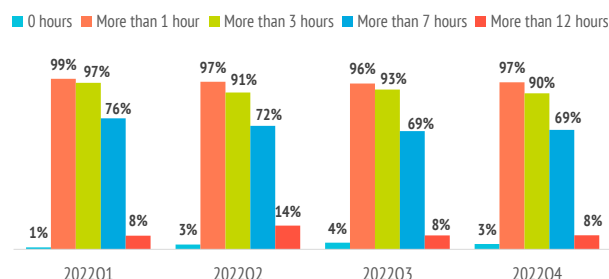
30.9%
2022Q4

Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	84.4%	75.2%	75.4%	69.6%	75.1%
Supermarkets	68.6%	69.6%	61.4%	69.1%	66.9%
Car rental	65.2%	74.8%	76.2%	67.1%	71.5%
Organized excursions	13.4%	20.7%	30.3%	36.2%	26.9%
Taxi, transfer, chauffeur service	23.1%	19.3%	25.4%	37.7%	27.0%
Theme Parks	2.4%	2.0%	2.6%	1.2%	2.0%
Sport activities	3.5%	3.5%	9.6%	6.4%	6.1%
Museums	6.2%	9.8%	10.3%	7.5%	8.7%
Flights between islands	16.7%	4.4%	5.1%	7.6%	7.4%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	1.1%	2.8%	3.8%	3.1%	2.9%
1 - 2 hours	2.3%	6.3%	3.5%	6.4%	4.9%
3 - 6 hours	20.6%	19.3%	24.1%	21.2%	21.4%
7 - 12 hours	68.0%	57.9%	60.6%	61.1%	61.2%
More than 12 hours	7.9%	13.7%	8.0%	8.1%	9.5%



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	66.0%	79.8%	74.3%	81.1%	76.5%
Explore the island on their own	64.5%	79.0%	76.2%	71.8%	73.8%
Beach	43.5%	55.8%	74.6%	60.4%	60.6%
Hiking	45.9%	47.2%	54.2%	50.5%	50.0%
Swimming pool, hotel facilities	28.4%	37.5%	60.5%	40.7%	43.6%
Taste Canarian gastronomy	36.8%	40.7%	46.8%	38.3%	41.1%
Organized excursions	11.2%	16.3%	25.1%	21.9%	19.7%
Museums / exhibitions	15.2%	16.8%	21.0%	19.5%	18.6%
Wineries / markets / popular festiv	13.7%	15.5%	25.3%	17.1%	18.5%
Other Nature Activities	19.6%	19.2%	21.6%	11.1%	17.6%
Astronomical observation	14.7%	10.6%	25.2%	14.9%	16.7%
Sea excursions / whale watching	2.9%	8.7%	15.0%	9.3%	9.8%
Running	9.1%	3.8%	5.1%	4.6%	5.2%
Swim	6.9%	3.5%	6.3%	3.2%	4.7%
Scuba Diving	0.7%	2.3%	8.0%	3.5%	4.0%
Beauty and health treatments	0.7%	2.5%	8.1%	0.9%	3.4%
Nightlife / concerts / shows	2.6%	1.5%	5.6%	2.3%	3.1%
Practice other sports	0.5%	2.4%	3.4%	4.4%	3.0%
Cycling / Mountain bike	2.9%	1.6%	1.3%	4.9%	2.7%
Theme parks	2.7%	2.2%	1.3%	1.9%	1.9%
Surf	1.7%	0.4%	0.0%	0.2%	0.4%
Golf	0.0%	0.3%	0.0%	0.2%	0.1%
Windsurf / Kitesurf	0.0%	0.4%	0.0%	0.0%	0.1%

* Multi-choise question

TOURIST PROFILE BY QUARTER OF TRIP (2022)

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Which places do they visit in Lanzarote?

	I Trim	II Trim	III Trim	IV Trim	2022
Santa Cruz de La Palma	76.4%	78.2%	80.1%	71.1%	76.6%
Los Llanos de Aridane	55.6%	65.0%	59.6%	55.7%	59.5%
Tazacorte Harbour	53.7%	59.7%	65.4%	55.1%	59.3%
Caldera de Taburiente National Pa	52.8%	48.6%	52.3%	63.0%	54.3%
Nuevo Volcán en Cumbre Vieja	29.9%	57.8%	62.5%	52.4%	53.7%
Los Tilos Forest	36.5%	47.6%	55.2%	48.4%	48.5%
Roque de Los Muchachos Observa	41.9%	48.6%	53.1%	45.4%	48.1%
Ruta de los Volcanes	40.6%	47.2%	47.5%	45.2%	45.8%

”

8 in 10 tourists in La Palma visit
Santa Cruz de La Palma



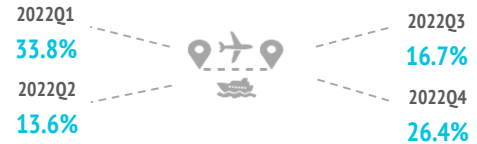
How many are loyal to the Canary Islands?

	I Trim	II Trim	III Trim	IV Trim	2022
La Palma: Repeat tourists	71.2%	68.9%	63.8%	54.1%	63.4%
La Palma: At least 10 previous visits	8.3%	4.1%	7.3%	2.3%	5.1%
Canary Islands: Repeat tourists	80.5%	78.0%	74.4%	65.7%	73.7%
Canary Islands: At least 10 previous vis	17.7%	15.7%	20.5%	15.5%	17.4%

How many islands do they visit during their trip?

	I Trim	II Trim	III Trim	IV Trim	2022
One island	66.2%	86.4%	83.3%	73.6%	78.6%
Two islands	28.8%	13.1%	12.7%	22.0%	18.0%
Three or more islands	5.0%	0.5%	4.0%	4.4%	3.4%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	I Trim	II Trim	III Trim	IV Trim	2022
Average rating	9.05	9.24	9.02	9.00	9.08

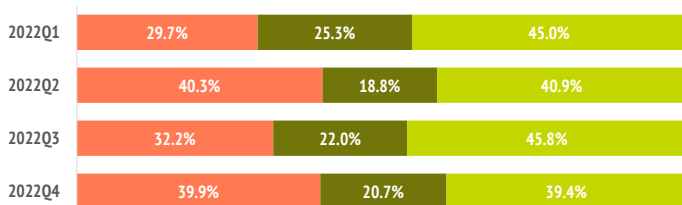
Experience in the Canary Islands	I Trim	II Trim	III Trim	IV Trim	2022
Worse or much worse than expected	2.9%	1.0%	2.3%	1.3%	1.7%
Lived up to expectations	57.8%	48.8%	45.6%	52.4%	50.3%
Better or much better than expected	39.3%	50.2%	52.2%	46.3%	47.9%

Future intentions (scale 1-10)	I Trim	II Trim	III Trim	IV Trim	2022
Return to the Canary Islands	9.48	9.25	9.08	8.95	9.15
Recommend visiting the Canary Islands	9.60	9.46	9.31	9.22	9.37

Sustainable destination

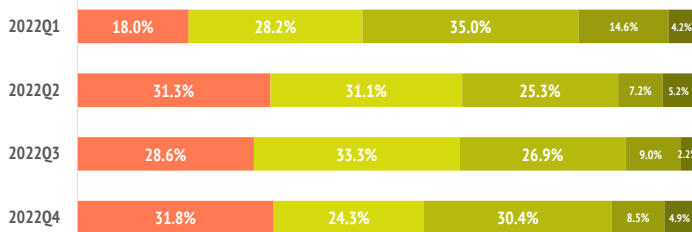
When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, even if it means some inconvenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient



Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



Rate your perception of the following sustainability measures during your stay in the Canary Islands

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.5	8.5	8.1	8.2	8.3
Tolerance towards tourism	8.8	9.0	8.5	8.8	8.8
Cleanliness of the island	8.6	8.7	8.4	8.5	8.6
Air quality	8.7	9.1	8.7	8.8	8.8
Rational water consumption	7.7	7.7	7.8	7.7	7.8
Energy saving	7.0	7.1	7.2	7.2	7.1
Use of renewable energy	6.8	6.5	6.6	7.0	6.7
Recycling	6.9	6.9	6.3	7.2	6.8
Easy to get around by public transport	7.3	7.2	6.8	7.3	7.1
Overcrowding in tourist areas	6.7	6.5	6.7	6.6	6.6
Supply of local products	7.4	7.2	7.6	7.5	7.4

* Scale 0 - 10 (0 = Not important and 10 = Very important)

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Where are they from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Spanish Mainland	42.1%	46.6%	50.2%	31.7%	42.6%
Germany	24.6%	23.6%	18.2%	40.1%	27.1%
United Kingdom	9.2%	9.2%	9.4%	5.2%	8.1%
Netherlands	3.9%	6.5%	6.5%	4.6%	5.6%
Switzerland	5.8%	2.1%	3.0%	3.2%	3.2%
France	3.8%	1.7%	3.0%	3.0%	2.8%
Belgium	1.6%	2.1%	3.8%	2.3%	2.5%
Luxembourg	0.0%	0.0%	5.0%	0.3%	1.5%
Denmark	0.0%	0.0%	0.8%	3.8%	1.4%
United States	0.6%	2.9%	0.0%	0.8%	1.1%
Austria	0.7%	1.2%	0.0%	1.1%	0.8%
Poland	0.0%	0.7%	0.0%	1.9%	0.7%
Czech Republic	1.7%	1.6%	0.0%	0.0%	0.7%
Italy	1.6%	0.6%	0.0%	0.0%	0.4%
Ireland	2.5%	0.0%	0.0%	0.0%	0.4%
Sweden	0.0%	1.2%	0.0%	0.1%	0.3%
Hungary	0.0%	0.0%	0.0%	1.1%	0.3%
Others	1.9%	0.0%	0.0%	0.9%	0.6%

Who do they come with?



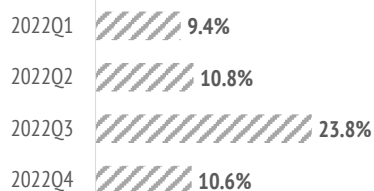
	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	25.8%	7.6%	3.9%	9.5%	9.9%
Only with partner	40.8%	53.1%	42.6%	63.1%	51.1%
Only with children (< 13 years old)	2.8%	2.9%	8.3%	3.7%	4.7%
Partner + children (< 13 years old)	5.1%	5.9%	10.8%	3.1%	6.4%
Other relatives	3.1%	4.0%	10.6%	4.4%	5.8%
Friends	6.7%	10.5%	3.2%	6.9%	6.7%
Work colleagues	3.7%	2.0%	0.7%	0.0%	1.3%
Organized trip	0.3%	0.9%	0.0%	0.0%	0.3%
Other combinations ⁽¹⁾	11.8%	13.0%	20.0%	9.4%	13.8%

(1) Different situations have been isolated

Tourists with children	9.4%	10.8%	23.8%	10.6%	14.2%
- Between 0 and 2 years old	0.4%	0.2%	0.4%	0.5%	0.4%
- Between 3 and 12 years old	8.9%	10.3%	23.2%	9.5%	13.5%
- Between 0-2 and 3-12 years	0.1%	0.3%	0.2%	0.5%	0.3%
Tourists without children	90.6%	89.2%	76.2%	89.4%	85.8%
Group composition:					
- 1 person	28.5%	8.6%	4.7%	10.0%	11.0%
- 2 people	47.3%	62.9%	52.4%	68.0%	58.9%
- 3 people	6.4%	13.0%	22.6%	7.4%	13.1%
- 4 or 5 people	16.2%	12.6%	17.9%	12.7%	14.7%
- 6 or more people	1.7%	2.9%	2.4%	1.9%	2.3%
Average group size:	2.22	2.49	2.68	2.38	2.47

*People who share the main expenses of the trip

14% of tourists travel with children.



Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	47.5%	33.5%	35.5%	48.8%	40.7%
Women	52.5%	66.5%	64.5%	51.2%	59.3%
Age					
Average age (tourist > 15 years old)	48.5	45.8	43.7	46.6	45.9
Standard deviation	13.6	13.1	12.8	14.8	13.7
Age range (> 15 years old)					
16 - 24 years old	3.4%	3.2%	7.0%	3.3%	4.4%
25 - 30 years old	7.9%	10.8%	12.1%	17.4%	12.7%
31 - 45 years old	35.6%	34.0%	38.0%	28.4%	33.8%
46 - 60 years old	31.1%	36.4%	32.9%	31.6%	33.1%
Over 60 years old	22.1%	15.5%	10.0%	19.3%	16.1%
Occupation					
Salaried worker	60.9%	60.7%	72.2%	67.4%	66.0%
Self-employed	11.0%	9.0%	8.3%	6.7%	8.4%
Unemployed	1.4%	6.8%	1.2%	1.4%	2.8%
Business owner	5.2%	10.4%	5.0%	6.9%	7.0%
Student	1.1%	2.3%	4.8%	1.6%	2.6%
Retired	15.8%	9.7%	8.0%	14.7%	11.6%
Unpaid domestic work	3.6%	0.3%	0.1%	0.0%	0.7%
Others	1.2%	0.8%	0.4%	1.4%	0.9%
Annual household income level					
Less than €25,000	11.0%	16.8%	12.6%	20.3%	15.8%
€25,000 - €49,999	35.3%	38.2%	39.9%	30.0%	35.8%
€50,000 - €74,999	29.3%	19.0%	25.2%	24.9%	24.1%
More than €74,999	24.4%	26.0%	22.2%	24.8%	24.3%
Education level					
No studies	0.1%	0.9%	0.7%	0.3%	0.5%
Primary education	4.8%	0.9%	2.0%	0.6%	1.7%
Secondary education	17.5%	22.4%	14.7%	22.8%	19.5%
Higher education	77.6%	75.8%	82.6%	76.3%	78.2%

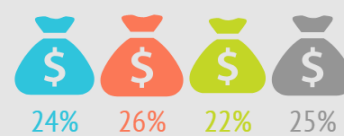


AVERAGE AGE
(> 15 years old)

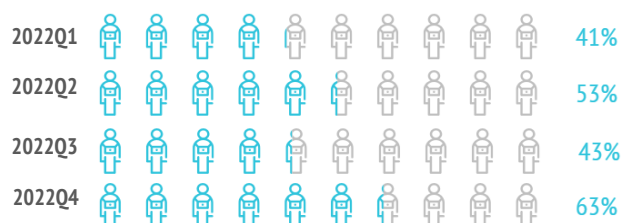


% TOURISTS WITH INCOMES
OVER €74,999

2022Q1 2022Q2 2022Q3 2022Q4



% TRAVEL WITH PARTNER



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.