

Tourist profile. Historical data: 2018 - 2022

LA PALMA



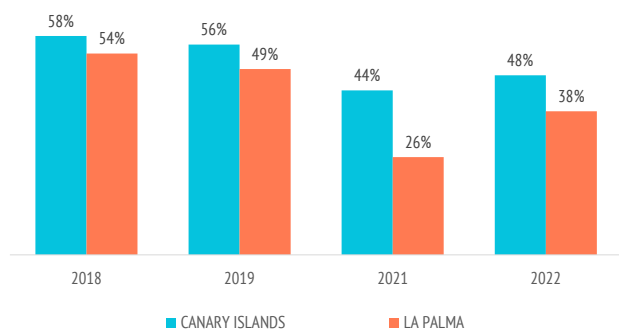
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	275	258	82	111	146
Tourist arrivals > 15 years old (EGT) (*)	249	236	76	103	132
- book holiday package (*)	133	116	35	27	50
- do not book holiday package (*)	116	119	41	76	82
- % tourists who book holiday package	53.5%	49.4%	46.6%	26.0%	38.2%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,108	1,115	--	1,008	1,089
- book holiday package	1,157	1,183	--	1,224	1,289
- holiday package	915	931	--	954	1,051
- others	242	252	--	270	238
- do not book holiday package	1,051	1,049	--	932	965
- flight	324	314	--	256	267
- accommodation	313	343	--	314	341
- others	414	392	--	362	357
Average lenght of stay	10.62	10.50	--	8.62	8.79
- book holiday package	8.91	9.40	--	8.46	8.62
- do not book holiday package	12.58	11.57	--	8.67	8.89
Average daily expenditure (€)	119.3	119.5	--	141.1	138.1
- book holiday package	136.4	132.9	--	163.9	158.9
- do not book holiday package	99.5	106.3	--	133.1	125.2
Total turnover (> 15 years old) (€m)	276	263	--	103	144
- book holiday package	154	138	--	33	65
- do not book holiday package	122	125	--	71	79

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	91.8%	91.8%	--	76.0%	87.3%
Visiting family or friends	5.8%	6.4%	--	6.4%	7.3%
Business and work	1.5%	0.7%	--	8.5%	4.0%
Education and training	0.1%	0.2%	--	1.9%	0.2%
Sports training	0.2%	0.1%	--	0.3%	0.3%
Health or medical care	0.0%	0.1%	--	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	--	0.1%	0.0%
Others	0.5%	0.7%	--	6.7%	0.9%

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"

Importance of each factor in the destination choice



	2018	2019	2020	2021	2022
Landscapes	68.8%	67.7%	--	71.8%	66.0%
Climate	72.0%	68.0%	--	56.1%	59.9%
Tranquility	53.5%	53.9%	--	54.5%	54.6%
Environment	47.4%	49.3%	--	56.1%	48.6%
Safety	39.5%	42.0%	--	44.2%	42.7%
Hiking trail network	41.4%	39.1%	--	45.6%	37.2%
Authenticity	30.2%	30.1%	--	39.9%	36.6%
Sea	35.3%	39.4%	--	38.1%	34.8%
European belonging	29.7%	29.1%	--	36.6%	31.4%
Price	22.0%	23.0%	--	18.4%	27.4%
Accommodation supply	29.0%	26.5%	--	20.9%	27.1%
Effortless trip	26.3%	26.0%	--	24.7%	27.1%
Gastronomy	19.2%	19.5%	--	30.1%	24.5%
Beaches	14.8%	14.6%	--	21.7%	17.4%
Exoticism	10.3%	10.8%	--	16.2%	15.8%
Fun possibilities	9.7%	11.1%	--	12.4%	12.3%
Historical heritage	7.1%	8.1%	--	10.0%	10.0%
Culture	4.6%	5.5%	--	5.5%	7.3%
Shopping	3.4%	3.5%	--	4.9%	3.1%
Nightlife	1.1%	1.3%	--	5.5%	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?



	2018	2019	2020	2021	2022
Rest	29.4%	30.2%	--	18.0%	24.7%
Enjoy family time	8.7%	8.6%	--	7.3%	10.2%
Have fun	2.9%	3.0%	--	2.5%	6.2%
Explore the destination	49.2%	51.2%	--	61.9%	53.8%
Practice their hobbies	4.6%	3.2%	--	3.2%	2.6%
Other reasons	5.3%	3.9%	--	7.1%	2.5%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.5%	0.6%	--	1.3%	1.4%
Between 1 and 30 days	22.3%	24.3%	--	47.9%	33.0%
Between 1 and 2 months	22.8%	21.1%	--	30.9%	30.2%
Between 3 and 6 months	35.3%	36.4%	--	14.2%	25.8%
More than 6 months	19.1%	17.6%	--	5.8%	9.5%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	48.9%	52.8%	--	29.5%	40.5%
Friends or relatives	29.6%	26.3%	--	27.7%	27.7%
Internet or social media	66.8%	65.3%	--	58.8%	62.8%
Mass Media	3.6%	4.4%	--	5.1%	4.3%
Travel guides and magazines	25.9%	25.7%	--	11.2%	13.5%
Travel Blogs or Forums	7.9%	10.6%	--	16.4%	14.3%
Travel TV Channels	1.8%	2.1%	--	1.2%	3.4%
Tour Operator or Travel Agency	23.0%	22.1%	--	13.0%	17.3%
Public administrations or similar	0.8%	1.0%	--	2.2%	3.8%
Others	2.4%	1.3%	--	9.0%	3.0%

* Multi-choice question

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LA PALMA



With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	40.2%	44.0%	--	59.6%	53.0%
- Tour Operator or Travel Agency	59.8%	56.0%	--	40.4%	47.0%
Accommodation					
- Directly with the accommodation	30.7%	34.4%	--	54.4%	40.5%
- Tour Operator or Travel Agency	69.3%	65.6%	--	45.6%	59.5%

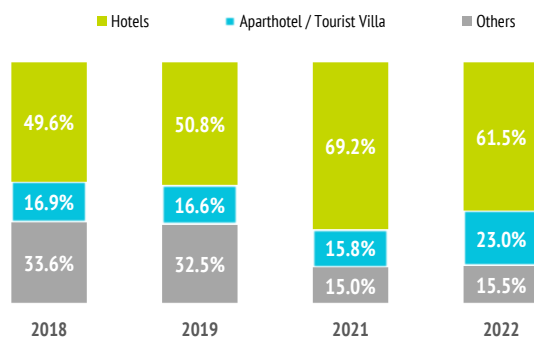
Where are they from?

	2018	2019	2020	2021	2022
Mainland Spain	16.5%	20.1%	--	65.5%	42.6%
Germany	40.1%	39.5%	--	16.6%	27.1%
United Kingdom	11.8%	10.1%	--	2.1%	8.1%
Netherlands	8.9%	8.5%	--	2.0%	5.6%
Switzerland	2.4%	3.6%	--	2.6%	3.2%
France	4.2%	3.3%	--	2.2%	2.8%
Belgium	2.3%	2.6%	--	2.1%	2.5%
Luxembourg	0.0%	0.1%	--	0.0%	1.5%
Denmark	2.8%	3.0%	--	0.4%	1.4%
USA	0.3%	0.1%	--	0.2%	1.1%
Others	10.7%	9.1%	--	6.2%	4.2%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	12.1%	10.7%	--	6.6%	3.1%
4* Hotel	37.5%	40.1%	--	62.7%	58.5%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	--	0.0%	0.0%
Aparthotel / Tourist Villa	16.9%	16.6%	--	15.8%	23.0%
House/room rented in a private dwelling	10.8%	11.2%	--	3.9%	4.3%
Private accommodation (1)	8.5%	8.8%	--	6.1%	5.9%
Others (Cottage, cruise, camping,...)	14.3%	12.5%	--	5.0%	5.3%

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



What do they book?

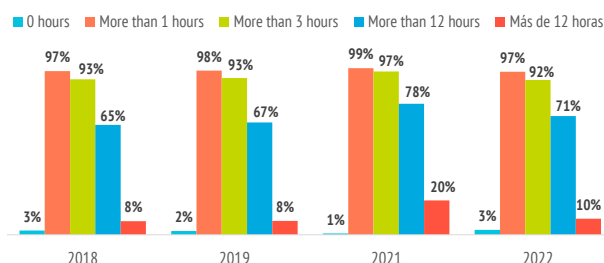
	2018	2019	2020	2021	2022
Room only	40.0%	40.7%	--	26.8%	29.6%
Bed and Breakfast	13.9%	12.5%	--	24.2%	19.7%
Half board	23.7%	25.7%	--	27.4%	31.6%
Full board	0.7%	0.6%	--	1.9%	1.6%
All inclusive	21.7%	20.5%	--	19.6%	17.5%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	79.5%	77.2%	--	77.8%	75.1%
Supermarkets	73.0%	73.9%	--	61.8%	66.9%
Car rental	66.6%	64.6%	--	72.0%	71.5%
Organized excursions	27.6%	28.8%	--	26.1%	26.9%
Taxi, transfer, chauffeur service	37.9%	31.7%	--	27.0%	27.0%
Theme Parks	1.4%	2.0%	--	1.2%	2.0%
Sport activities	7.1%	5.7%	--	4.4%	6.1%
Museums	13.2%	15.1%	--	9.6%	8.7%
Flights between islands	5.5%	5.7%	--	12.3%	7.4%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	2.6%	2.3%	--	0.8%	2.9%
1 - 2 hours	0.0%	0.0%	--	0.0%	0.0%
3 - 6 hours	27.2%	26.5%	--	19.2%	21.4%
7 - 12 hours	57.3%	58.6%	--	57.5%	61.2%
More than 12 hours	8.1%	8.3%	--	20.5%	9.5%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	83.5%	80.3%	--	68.2%	76.5%
Explore the island on their own	75.0%	76.2%	--	75.4%	73.8%
Beach	56.1%	60.1%	--	60.7%	60.6%
Hiking	--	--	--	58.6%	50.0%
Swimming pool, hotel facilities	37.8%	39.3%	--	39.0%	43.6%
Taste Canarian gastronomy	44.4%	41.1%	--	48.9%	41.1%
Organized excursions	18.2%	16.9%	--	17.2%	19.7%
Museums / exhibitions	21.4%	22.6%	--	18.0%	18.6%
Wineries / markets / popular festivals	22.0%	18.8%	--	14.8%	18.5%
Other Nature Activities	--	--	--	18.5%	17.6%
Astronomical observation	12.9%	16.2%	--	17.7%	16.7%
Sea excursions / whale watching	13.5%	15.1%	--	15.6%	9.8%
Running	--	--	--	4.9%	5.2%
Swim	--	--	--	24.4%	4.7%
Scuba Diving	--	--	--	4.0%	4.0%
Beauty and health treatments	3.3%	3.0%	--	1.7%	3.4%
Nightlife / concerts / shows	4.3%	5.0%	--	2.0%	3.1%
Practice other sports	--	--	--	3.5%	3.0%
Cycling / Mountain bike	--	--	--	3.4%	2.7%
Theme parks	2.0%	1.8%	--	2.6%	1.9%
Surf	--	--	--	0.4%	0.4%
Golf	--	--	--	0.0%	0.1%
Windsurf / Kitesurf	--	--	--	0.1%	0.1%

* Multi-choice question

What places do they visit?

	2018	2019	2020	2021	2022
Santa Cruz de La Palma	74.6%	74.1%	--	70.7%	76.6%
Los Llanos de Aridane	65.4%	63.1%	--	63.1%	59.5%
Tazacorte Harbour	63.8%	64.5%	--	63.1%	59.3%
Caldera de Taburiente National Pa	64.3%	62.3%	--	60.0%	54.3%
Nuevo Volcán en Cumbre Vieja	0.0%	0.0%	--	0.0%	53.7%
Los Tilos Forest	42.3%	41.9%	--	52.1%	48.5%
Roque de Los Muchachos Observa	41.0%	47.9%	--	57.2%	48.1%
Ruta de los Volcanes	61.6%	55.9%	--	57.9%	45.8%



S/C DE LA PALMA

77%



LOS LLANOS DE ARIDANE

60%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
La Palma: Repeat tourists	67.1%	68.9%	--	56.5%	63.4%
La Palma: At least 10 previous visits	5.8%	5.7%	--	3.7%	5.1%
Canary Islands: Repeat tourists	77.7%	79.4%	--	66.0%	73.7%
Canary Islands: At least 10 previous visi	15.7%	19.7%	--	12.0%	17.4%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	46.2%	52.2%	--	46.0%	40.7%
Women	53.8%	47.8%	--	54.0%	59.3%
Age					
Average age (tourist > 15 years old)	49.8	50.9	--	44.7	45.9
Standard deviation	13.9	14.1	--	13.2	13.7
Age range (> 15 years old)					
16 - 24 years old	4.2%	3.7%	--	6.1%	4.4%
25 - 30 years old	6.4%	6.7%	--	10.4%	12.7%
31 - 45 years old	25.6%	22.5%	--	32.3%	33.8%
46 - 60 years old	39.5%	40.2%	--	40.6%	33.1%
Over 60 years old	24.2%	26.9%	--	10.6%	16.1%
Occupation					
Salaried worker	53.9%	54.9%	--	65.7%	66.0%
Self-employed	11.9%	10.2%	--	9.9%	8.4%
Unemployed	0.7%	1.3%	--	2.1%	2.8%
Business owner	9.3%	9.6%	--	10.5%	7.0%
Student	4.6%	3.3%	--	3.2%	2.6%
Retired	18.2%	20.0%	--	7.6%	11.6%
Unpaid domestic work	0.6%	0.3%	--	0.0%	0.7%
Others	0.8%	0.4%	--	1.0%	0.9%
Annual household income level					
Less than €25,000	12.5%	12.4%	--	17.1%	15.8%
€25,000 - €49,999	37.5%	36.3%	--	39.0%	35.8%
€50,000 - €74,999	28.0%	25.8%	--	25.1%	24.1%
More than €74,999	22.0%	25.5%	--	18.8%	24.3%
Education level					
No studies	1.9%	1.1%	--	0.2%	0.5%
Primary education	2.5%	3.2%	--	2.1%	1.7%
Secondary education	19.2%	19.7%	--	14.3%	19.5%
Higher education	76.4%	76.1%	--	83.3%	78.2%

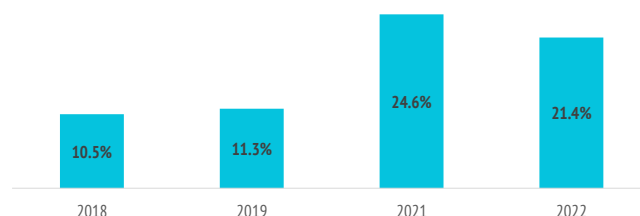
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	89.5%	88.7%	--	75.4%	78.6%
Two islands	8.1%	8.2%	--	22.3%	18.0%
Three or more islands	2.4%	3.1%	--	2.3%	3.4%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2018	2019	2020	2021	2022
Satisfaction (scale 0-10)					
Average rating	8.73	8.86	--	8.85	9.08

	2018	2019	2020	2021	2022
Experience in the Canary Islands					
Worse or much worse than expected	2.0%	2.0%	--	2.0%	1.7%
Lived up to expectations	54.8%	50.6%	--	47.7%	50.3%
Better or much better than expected	43.2%	47.4%	--	50.3%	47.9%

	2018	2019	2020	2021	2022
Future intentions (scale 1-10)					
Return to the Canary Islands	8.84	8.87	--	9.03	9.15
Recommend visiting the Canary Islands	9.14	9.19	--	9.25	9.37

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	8.7%	10.6%	--	15.5%	9.9%
Only with partner	58.0%	57.7%	--	44.3%	51.1%
Only with children (< 13 years old)	3.3%	3.0%	--	1.9%	4.7%
Partner + children (< 13 years old)	6.8%	5.4%	--	3.4%	6.4%
Other relatives	5.2%	5.2%	--	6.1%	5.8%
Friends	3.9%	5.6%	--	7.2%	6.7%
Work colleagues	0.7%	0.3%	--	5.3%	1.3%
Organized trip	0.5%	0.3%	--	0.9%	0.3%
Other combinations (1)	12.8%	11.8%	--	15.4%	13.8%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	13.5%	11.2%	--	6.3%	14.2%
- Between 0 and 2 years old	1.5%	0.7%	--	0.6%	0.4%
- Between 3 and 12 years old	11.3%	10.0%	--	5.2%	13.5%
- Between 0 -2 and 3-12 years old	0.7%	0.5%	--	0.4%	0.3%
Tourists without children	86.5%	88.8%	--	93.7%	85.8%
Group composition:					
- 1 person	12.0%	13.6%	--	21.7%	11.0%
- 2 people	63.2%	63.4%	--	55.5%	58.9%
- 3 people	9.5%	10.8%	--	9.2%	13.1%
- 4 or 5 people	12.8%	10.6%	--	11.2%	14.7%
- 6 or more people	2.5%	1.6%	--	2.5%	2.3%
Average group size:	2.39	2.29	--	2.24	2.47

*People who share the main expenses of the trip