

# Tourist profile by municipality

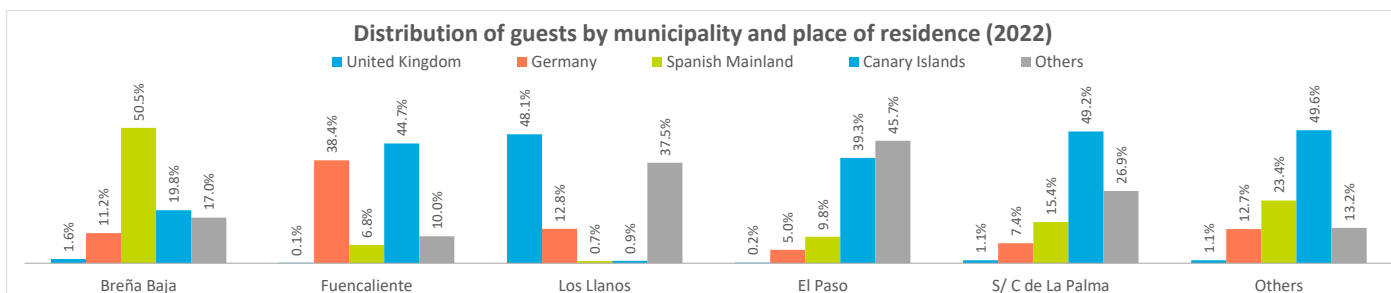
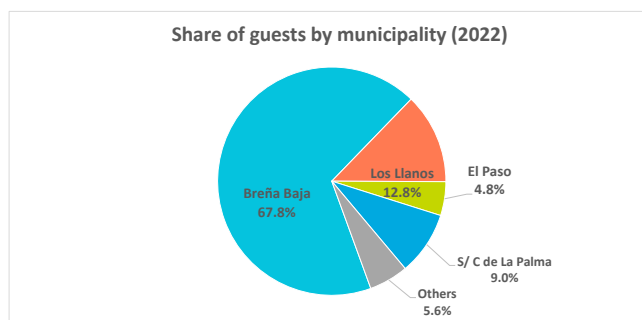
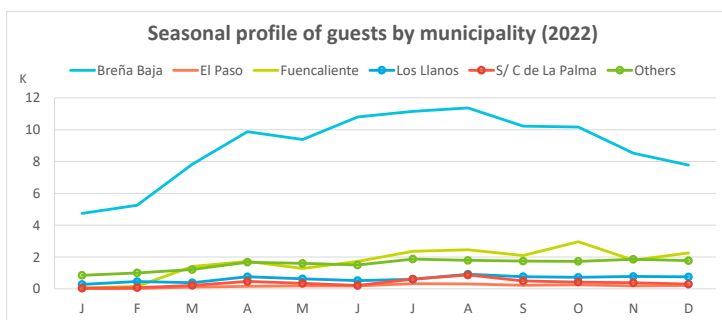
## La Palma (2022)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay						Accommodation type		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
International	31,854	1,061	19,940	3,850	5,054	2,374	64,133	43,792	20,341
- United Kingdom	1,662	3	9,745	17	159	96	11,682	11,172	510
- Germany	11,981	839	2,597	377	1,059	1,119	17,972	8,250	9,722
Spanish Mainland	54,078	149	152	744	2,186	2,057	59,366	46,170	13,196
Canary Islands	21,152	977	182	2,972	7,000	4,359	36,642	20,338	16,304
<b>Total</b>	<b>107,084</b>	<b>2,187</b>	<b>20,274</b>	<b>7,566</b>	<b>14,240</b>	<b>8,790</b>	<b>160,141</b>	<b>110,300</b>	<b>49,841</b>

Lugar de residencia:	Municipality of stay (%)						Accommodation type (%)		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Extranjero	29.7%	48.5%	98.4%	50.9%	35.5%	27.0%	40.0%	39.7%	40.8%
- Reino Unido	1.6%	0.1%	48.1%	0.2%	1.1%	1.1%	7.3%	10.1%	1.0%
- Alemania	11.2%	38.4%	12.8%	5.0%	7.4%	12.7%	11.2%	7.5%	19.5%
Península	50.5%	6.8%	0.7%	9.8%	15.4%	23.4%	37.1%	41.9%	26.5%
Canarias	19.8%	44.7%	0.9%	39.3%	49.2%	49.6%	22.9%	18.4%	32.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality of stay						Accommodation type		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotelero	Extrahotelero
<b>Bednights</b>									
International	214,729	13,313	165,194	14,805	17,241	17,922	443,204	285,577	157,627
- United Kingdom	11,428	29	80,424	43	406	376	92,706	89,492	3,214
- Germany	105,315	10,876	23,937	3,259	3,944	11,339	158,670	58,834	99,836
Spanish Mainland	238,212	1,065	625	2,560	5,874	9,180	257,516	190,904	66,612
Canary Islands	69,146	6,064	425	23,348	18,192	20,410	137,585	74,158	63,427
<b>Total</b>	<b>522,087</b>	<b>20,442</b>	<b>166,244</b>	<b>40,713</b>	<b>41,307</b>	<b>47,512</b>	<b>838,305</b>	<b>550,639</b>	<b>287,666</b>
<b>Length of stay</b>									
International	6.7	12.5	8.3	3.8	3.4	-	6.9	6.5	7.7
- United Kingdom	6.9	9.7	8.3	2.5	2.6	-	7.9	8.0	6.3
- Germany	8.8	13.0	9.2	8.6	3.7	-	8.8	7.1	10.3
Spanish Mainland	4.4	7.1	4.1	3.4	2.7	-	4.3	4.1	5.0
Canary Islands	3.3	6.2	2.3	7.9	2.6	-	3.8	3.6	3.9
<b>Total</b>	<b>4.9</b>	<b>9.3</b>	<b>8.2</b>	<b>5.4</b>	<b>2.9</b>	-	<b>5.2</b>	-	-
ADR (€)	72.2	58.0	82.5	54.0	45.3	-	69.7	75.2	57.9
RevPar (€)	50.5	25.6	30.7	39.5	35.2	-	40.9	41.7	39.1
Total revenue (€ million)	20.6	0.6	7.1	1.4	1.3	-	32.0	23.5	8.5
Bed-space occupancy rate (%)	54.8	25.7	35.9	55.1	34.1	-	46.5	46.5	46.4
Occupancy rate per room/apa	70.0	44.2	37.2	73.2	77.9	-	58.8	55.4	67.4

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

## La Palma (2022)

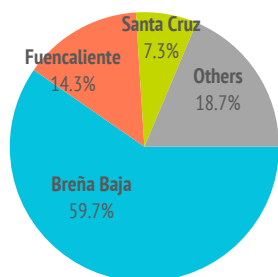


### How many are they and how much do they spend?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourist arrivals (> 15 years old)	78,766	18,939	9,703	<b>132,040</b>
Average daily expenditure (€)	--	--	--	<b>138.08</b>
Average length of stay	7.24	8.86	8.56	<b>8.79</b>
Turnover per tourist (€)	--	--	--	<b>1,089</b>
Total turnover (> 15 years old) (€m)	--	--	--	<b>144</b>
Share of total turnover	--	--	--	<b>100%</b>
Share of total tourists	59.7%	14.3%	7.3%	<b>100%</b>

### Share of tourists by municipality (2022)



### What is the main motivation for their holidays?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Rest	16.4%	52.8%	24.2%	<b>24.7%</b>
Explore the destination	65.8%	24.1%	55.1%	<b>53.8%</b>
Other reasons	17.8%	23.1%	20.7%	<b>21.5%</b>

### How far in advance do they book their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Between 0 and 30 days	37.8%	35.5%	30.0%	<b>34.4%</b>
Between 1 and 2 months	32.4%	25.0%	21.6%	<b>30.2%</b>
More than 3 months	29.8%	39.5%	48.4%	<b>35.3%</b>

### What channels did they use to get information about this trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Previous visits to the Canary Islands	34.9%	38.1%	61.4%	<b>40.5%</b>
Friends or relatives	24.9%	20.0%	41.8%	<b>27.7%</b>
Internet or social media	59.6%	76.5%	77.0%	<b>62.8%</b>
Tour Operator or Travel Agency	18.1%	37.1%	6.0%	<b>17.3%</b>
Others	39.6%	29.0%	112.8%	<b>42.3%</b>

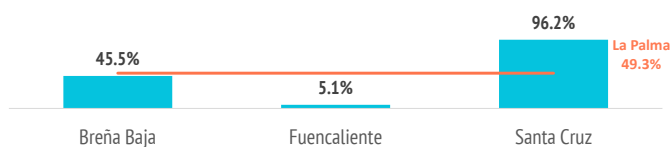
(\*) Multi-choice question

### What do they book?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Room only/ Bed & Breakfast	45.5%	5.1%	96.2%	<b>49.3%</b>
Half board / Full board	46.1%	17.8%	2.5%	<b>33.2%</b>
All inclusive	8.4%	77.0%	1.3%	<b>17.5%</b>

### ROOM ONLY / BED & BREAKFAST



(Canary Islands: 42.4%)

### Importance of each factor in the destination choice



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Landscapes	71.5%	38.0%	76.6%	<b>66.0%</b>
Climate	54.0%	73.9%	80.1%	<b>59.9%</b>
Tranquility	53.6%	54.9%	40.9%	<b>54.6%</b>
Environment	54.8%	29.2%	49.7%	<b>48.6%</b>
Safety	43.2%	46.8%	23.7%	<b>42.7%</b>
Hiking trail network	38.2%	13.6%	64.1%	<b>37.2%</b>
Authenticity	37.0%	23.5%	38.3%	<b>36.6%</b>
Sea	34.1%	29.4%	50.1%	<b>34.8%</b>
European belonging	30.7%	32.4%	22.3%	<b>31.4%</b>
Price	25.5%	38.6%	21.9%	<b>27.4%</b>
Accommodation supply	24.7%	47.7%	25.2%	<b>27.1%</b>
Effortless trip	24.9%	34.2%	16.7%	<b>27.1%</b>
Gastronomy	23.3%	12.7%	42.1%	<b>24.6%</b>
Beaches	18.4%	13.0%	21.3%	<b>17.4%</b>
Exoticism	19.0%	10.7%	10.6%	<b>15.8%</b>
Fun possibilities	11.0%	17.5%	13.5%	<b>12.3%</b>
Historical heritage	11.4%	3.6%	15.6%	<b>10.0%</b>
Culture	7.7%	5.7%	9.2%	<b>7.3%</b>
Shopping	2.8%	2.4%	5.5%	<b>3.1%</b>
Nightlife	0.7%	0.7%	2.1%	<b>1.2%</b>

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.

### Where do they stay?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Type of accommodation</b>				
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	75.2%	94.7%	28.1%	<b>61.5%</b>
- Apartment	23.3%	0.7%	38.7%	<b>23.0%</b>
- Private accommodation	0.7%	2.9%	24.2%	<b>10.2%</b>
- Other type of accommodation	0.9%	1.8%	9.0%	<b>5.3%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	66.3%	91.3%	31.3%	<b>49.2%</b>
- Apartment	31.6%	0.4%	57.3%	<b>29.5%</b>
- Private accommodation	1.5%	5.9%	10.6%	<b>14.0%</b>
- Other type of accommodation	0.6%	2.4%	0.8%	<b>7.3%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	81.4%	27.3%	45.5%	<b>73.9%</b>
- Apartment	17.8%	1.2%	21.7%	<b>18.0%</b>
- Private accommodation	0.5%	35.5%	22.1%	<b>5.2%</b>
- Other type of accommodation	0.2%	36.0%	10.6%	<b>3.0%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	36.9%	100.0%	--	<b>79.1%</b>
- Apartment	63.1%	--	--	<b>14.8%</b>
- Private accommodation	--	--	56.0%	<b>5.0%</b>
- Other type of accommodation	--	--	44.0%	<b>1.1%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	67.5%	94.4%	5.5%	<b>46.6%</b>
- Private accommodation	27.9%	1.9%	30.2%	<b>27.7%</b>
- Apartment	0.3%	2.1%	46.0%	<b>17.0%</b>
- Other type of accommodation	4.2%	1.6%	18.3%	<b>8.7%</b>

### Length of stay (all markets)

	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Type of accommodation</b>				
- Hotel	6.9	8.5	6.6	<b>7.3</b>
- Apartment	8.1	39.9	8.6	<b>9.5</b>
- Private accommodation	10.7	11.7	11.5	<b>15.5</b>
- Other type of accommodation	9.9	9.0	6.9	<b>10.7</b>

# Tourist profile by municipality

## La Palma (2022)



### Activities in the Canary Islands



Outdoor time per day	Breña Baja	Fuencaliente	Santa Cruz	La Palma
0 - 8 hours	47.5%	82.0%	37.9%	<b>54.2%</b>
More than 8 hours	52.5%	18.0%	62.1%	<b>45.8%</b>
Activities in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Walk, wander	77.0%	70.4%	90.8%	<b>76.5%</b>
Explore the island on their own	80.6%	48.6%	84.6%	<b>73.8%</b>
Beach	58.8%	47.0%	74.1%	<b>60.6%</b>
Nature activities	57.6%	28.7%	80.4%	<b>55.2%</b>
Swimming pool, hotel facilities	47.1%	76.7%	8.5%	<b>43.6%</b>
Taste Canarian gastronomy	40.8%	15.7%	53.4%	<b>41.1%</b>
Organized excursions	23.8%	21.4%	11.5%	<b>19.7%</b>
Museums / exhibitions	18.4%	17.1%	15.2%	<b>18.6%</b>
Wineries/markets/popular festivals	13.5%	10.6%	34.9%	<b>18.5%</b>
Astronomical observation	16.4%	6.8%	28.2%	<b>16.7%</b>
Sea excursions / whale watching	10.4%	8.5%	3.5%	<b>9.8%</b>
Sport activities	7.3%	9.1%	17.1%	<b>9.4%</b>
Activities at sea	5.3%	11.1%	11.1%	<b>8.6%</b>
Beauty and health treatments	1.6%	6.1%	0.6%	<b>3.4%</b>
Nightlife / concerts / shows	2.1%	2.8%	6.8%	<b>3.1%</b>
Theme parks	1.6%	1.7%	4.3%	<b>1.9%</b>

(\* Pregunta multirrespuesta)

### ¿Con quién vienen?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Unaccompanied	8.5%	3.4%	11.3%	<b>8.4%</b>
Only with partner	59.4%	51.6%	49.9%	<b>56.1%</b>
With children	16.1%	28.5%	10.5%	<b>18.3%</b>
Other relatives	6.5%	12.3%	15.7%	<b>8.0%</b>
Other combination	9.6%	4.2%	12.6%	<b>9.1%</b>
With children (under the age of 13)	11.0%	36.5%	5.6%	<b>14.2%</b>

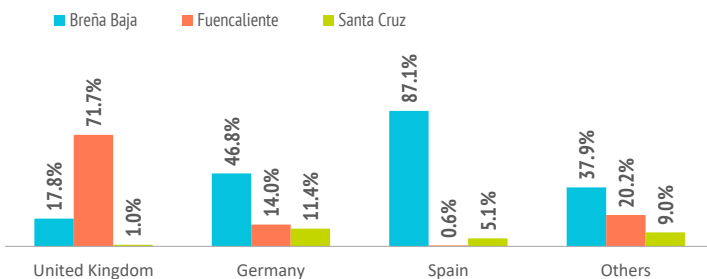
\* Share over total answers

### Where are they from?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourists (> 15 years old)				
United Kingdom	1,901	7,649	109	<b>10,668</b>
Germany	16,727	5,001	4,060	<b>35,724</b>
Spain	48,963	343	2,887	<b>56,196</b>
Others	11,175	5,946	2,647	<b>29,452</b>
% Tourists				
United Kingdom	17.8%	71.7%	1.0%	<b>100%</b>
Germany	46.8%	14.0%	11.4%	<b>100%</b>
Spain	87.1%	0.6%	5.1%	<b>100%</b>
Others	37.9%	20.2%	9.0%	<b>100%</b>

### Tourist arrivals by municipality (2022)



### Who are they?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Gender				
Menos de 50.000€	39.8%	40.5%	43.2%	<b>40.7%</b>
Women	60.2%	59.5%	56.8%	<b>59.3%</b>
Age range (> 15 years old)				
16 - 44 years old	44.0%	61.5%	54.5%	<b>47.4%</b>
Over 44 years old	56.0%	38.5%	45.5%	<b>52.6%</b>
Occupation				
Active	79.8%	89.4%	93.9%	<b>82.7%</b>
Inactive	20.2%	10.6%	6.1%	<b>17.3%</b>
Annual household income level				
Less than €50,000	57.8%	37.1%	50.7%	<b>51.6%</b>
More than €50,000	42.2%	62.9%	49.3%	<b>48.4%</b>
Education level				
No studies/Primary education	2.4%	3.2%	0.3%	<b>2.3%</b>
Secondary education	23.8%	18.8%	6.5%	<b>19.5%</b>
Higher education	73.8%	78.0%	93.2%	<b>78.2%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Average rating	9.09	8.85	9.03	<b>9.08</b>

Experience in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Worse or much worse than expected	1.8%	3.3%	1.0%	<b>1.7%</b>
Lived up to expectations	48.9%	46.0%	63.1%	<b>50.3%</b>
Better or much better than expected	49.3%	50.7%	35.9%	<b>47.9%</b>

Future intentions (scale 1-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Return to the Canary Islands	9.16	8.91	9.31	<b>9.15</b>
Recommend visiting the Canary Islands	9.37	9.05	9.50	<b>9.37</b>

9.15/10

Return to the Canary Islands

9.37/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?



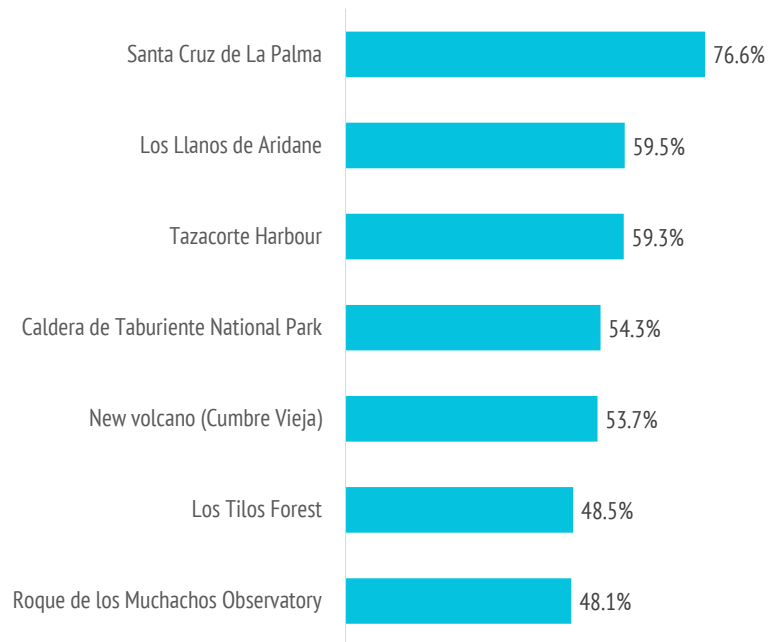
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Repeat tourists				
- Germany	74.8%	65.8%	86.0%	<b>73.7%</b>
- Spain	65.7%	64.0%	98.3%	<b>72.9%</b>
- United Kingdom	79.7%	74.1%	76.9%	<b>78.7%</b>
- Others	93.1%	69.2%	27.5%	<b>72.1%</b>
- Others	63.8%	62.5%	79.5%	<b>65.9%</b>
Repeat tourists (3 or more visits)				
- Germany	58.7%	45.2%	71.4%	<b>58.2%</b>
- Spain	53.8%	52.7%	88.8%	<b>62.0%</b>
- United Kingdom	62.5%	56.3%	56.4%	<b>61.4%</b>
- Others	90.3%	48.8%	11.9%	<b>56.0%</b>
- Others	44.1%	33.6%	63.6%	<b>48.5%</b>

### How many islands do they visit during their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
One island	75.3%	95.6%	69.2%	<b>78.6%</b>
Two or more islands	24.7%	4.4%	30.8%	<b>21.4%</b>

### WHICH PLACES DO THE VISIT IN LA PALMA?\*



\*Multi-choice question

”

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