

Tourist profile by municipality

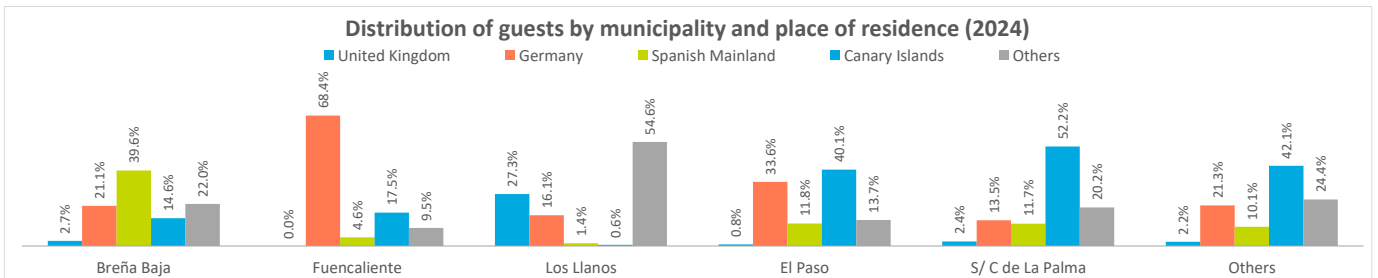
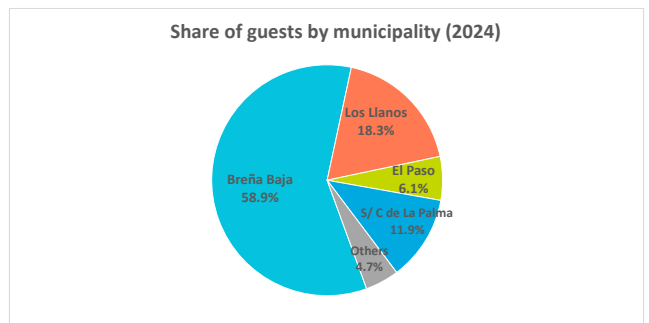
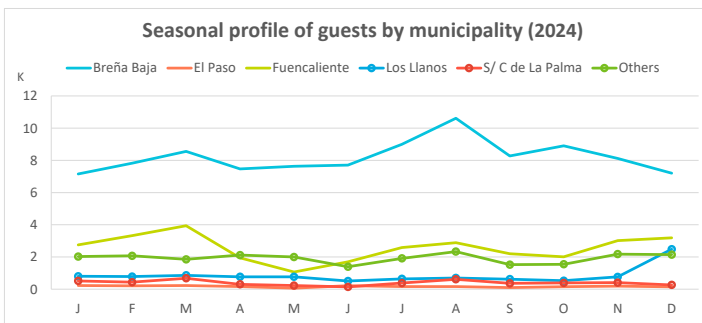
La Palma (2024)



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	45,117	1,573	29,999	4,915	7,180	3,778	92,562	66,463	26,099
- United Kingdom	2,651	0	8,348	81	470	175	11,725	11,085	640
- Germany	20,757	1,381	4,941	3,437	2,681	1,679	34,876	18,963	15,913
Spanish Mainland	38,999	92	441	1,207	2,337	795	43,871	38,051	5,820
Canary Islands	14,343	354	180	4,095	10,397	3,324	32,693	18,547	14,146
Total	98,459	2,019	30,620	10,217	19,914	7,897	169,126	123,061	46,065

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	45.8%	77.9%	98.0%	48.1%	36.1%	47.8%	54.7%	54.0%	56.7%
- Reino Unido	2.7%	0.0%	27.3%	0.8%	2.4%	2.2%	6.9%	9.0%	1.4%
- Alemania	21.1%	68.4%	16.1%	33.6%	13.5%	21.3%	20.6%	15.4%	34.5%
Península	39.6%	4.6%	1.4%	11.8%	11.7%	10.1%	25.9%	30.9%	12.6%
Canarias	14.6%	17.5%	0.6%	40.1%	52.2%	42.1%	19.3%	15.1%	30.7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay							Accommodation type	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotelero	Extrahotelero
Bednights									
International	360,247	40,132	230,684	24,472	28,396	23,553	707,484	449,345	258,139
- United Kingdom	20,007	0	66,536	441	1,731	743	89,458	84,464	4,994
- Germany	202,192	32,292	41,978	17,675	13,290	14,036	321,463	136,636	184,827
Spanish Mainland	168,908	461	866	3,949	7,618	3,509	185,311	153,213	32,098
Canary Islands	49,049	1,979	504	8,261	25,981	12,468	98,242	47,826	50,416
Total	578,204	42,572	232,054	36,682	61,995	39,530	991,037	650,384	340,653
Length of stay									
International	8.0	25.5	7.7	5.0	4.0	--	7.6	6.8	9.9
- United Kingdom	7.5	0.0	8.0	5.4	3.7	--	7.6	7.6	7.8
- Germany	9.7	23.4	8.5	5.1	5.0	--	9.2	7.2	11.6
Spanish Mainland	4.3	5.0	2.0	3.3	3.3	--	4.2	4.0	5.5
Canary Islands	3.4	5.6	2.8	2.0	2.5	--	3.0	2.6	3.6
Total	5.9	21.1	7.6	3.6	3.1	--	5.9	--	--
ADR (€)	82.8	63.0	68.9	71.3	59.0	--	75.2	81.1	62.9
RevPar (€)	64.2	31.4	34.9	37.3	43.6	--	48.9	50.5	45.1
Total revenue (€ million)	26.0	0.9	8.2	1.8	2.4	--	40.6	29.5	11.0
Bed-space occupancy rate (%)	60.9	44.2	49.1	36.3	35.6	--	51.5	52.8	49.1
Occupancy rate per room/apartment	77.6	49.8	50.6	52.3	73.8	--	65.0	62.2	71.7
Tourist population ⁽¹⁾	1,584	117	636	100	170	108	2,715	--	--
Employment	388	19	232	46	85	45	815	566	250

⁽¹⁾ Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

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 (2024)

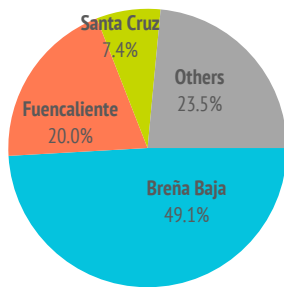


How many are they and how much do they spend?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourist arrivals (≥ 16 years old)	76,161	30,961	11,530	155,114
Average daily expenditure (€)	--	--	--	154.28
Average length of stay	8.26	8.56	8.80	9.46
Turnover per tourist (€)	--	--	--	1,294
Total turnover (≥ 16 years old)(€m)	--	--	--	201
Share of total turnover	--	--	--	100%
Share of total tourists	49.1%	20.0%	7.4%	100%

Share of tourists by municipality (2024)



What is the main motivation for their holidays?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Rest	24.2%	39.2%	21.8%	26.9%
Explore the destination	59.3%	41.5%	62.9%	54.7%
Other reasons	16.6%	19.2%	15.3%	18.4%

How far in advance do they book their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Between 0 and 30 days	16.0%	23.3%	9.9%	17.7%
Between 1 and 2 months	35.1%	33.3%	26.6%	31.4%
More than 3 months	49.0%	43.5%	63.6%	50.9%

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



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Previous visits to the Canary Islands	37.3%	41.3%	42.8%	40.6%
Friends or relatives	25.0%	20.1%	33.3%	27.7%
Internet or social media	53.7%	64.3%	60.8%	56.9%
Tour Operator or Travel Agency	26.1%	31.8%	3.3%	21.5%
Others	33.7%	40.1%	59.2%	37.7%

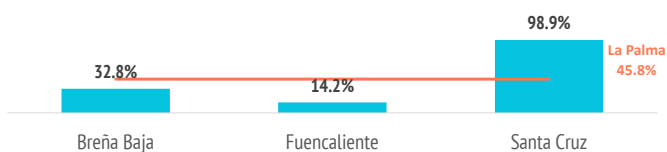
(*) Multi-choice question

What do they book?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Room only/ Bed & Breakfast	32.8%	14.2%	98.9%	45.8%
Half board / Full board	57.0%	19.5%	1.1%	35.1%
All inclusive	10.1%	66.2%	0.0%	19.1%

ROOM ONLY / BED & BREAKFAST



(Canary Islands: 47.4%)

Importance of each factor in the destination choice



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Landscapes	71.6%	58.4%	74.3%	67.9%
Climate	57.1%	78.4%	60.3%	63.3%
Tranquility	55.8%	50.9%	36.5%	52.7%
Environment	52.3%	50.7%	54.6%	49.4%
Safety	53.9%	49.0%	34.5%	46.7%
Sea	37.5%	44.4%	42.8%	39.7%
Authenticity	37.3%	29.2%	40.2%	35.9%
European belonging	36.0%	35.6%	19.3%	33.8%
Effortless trip	28.7%	30.5%	25.5%	29.2%
Accommodation supply	27.6%	44.0%	21.5%	28.9%
Price	27.5%	34.4%	13.9%	26.0%
Gastronomy	27.5%	18.7%	13.6%	22.6%
Beaches	20.3%	23.7%	27.8%	20.7%
Exoticism	19.2%	14.3%	16.4%	15.8%
Fun possibilities	11.7%	15.9%	7.7%	11.1%
Historical heritage	12.6%	11.5%	8.8%	10.6%
Culture	8.1%	6.8%	10.1%	7.6%
Shopping	6.3%	4.3%	2.6%	5.4%
Nightlife	2.1%	4.4%	2.0%	2.7%
Hiking trail network	0.0%	0.0%	0.0%	0.0%

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?



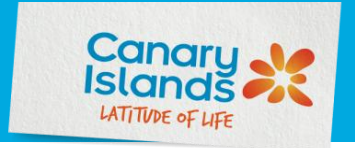
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Type of accommodation				
All markets	100%	100%	100%	100%
- Hotel	71.6%	90.5%	51.8%	59.7%
- Apartment	26.1%	0.1%	9.9%	18.2%
- Private accommodation	2.3%	8.4%	30.1%	16.1%
- Other type of accommodation	0.0%	1.1%	8.2%	6.0%
German market	100%	100%	100%	100%
- Hotel	50.6%	87.6%	43.3%	45.6%
- Apartment	45.0%	0.0%	15.6%	26.7%
- Private accommodation	4.4%	10.5%	33.9%	20.1%
- Other type of accommodation	0.0%	1.9%	7.1%	7.7%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	89.0%	95.6%	71.0%	87.0%
- Apartment	10.9%	1.6%	13.9%	11.0%
- Private accommodation	0.1%	1.6%	14.1%	1.8%
- Other type of accommodation	0.0%	1.2%	0.9%	0.2%
British market	100%	100%	100%	100%
- Hotel	87.1%	99.8%	0.0%	89.8%
- Apartment	8.4%	0.0%	0.0%	2.5%
- Private accommodation	4.5%	0.0%	0.0%	7.3%
- Other type of accommodation	0.0%	0.2%	0.0%	0.3%
Other markets	100%	100%	100%	100%
- Hotel	69.4%	86.7%	55.3%	49.7%
- Private accommodation	27.4%	0.0%	0.6%	14.9%
- Apartment	3.0%	12.7%	31.6%	25.2%
- Other type of accommodation	0.2%	0.7%	12.5%	10.2%

Length of stay (all markets)

	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Type of accommodation				
- Hotel	7.6	8.0	7.3	7.7
- Apartment	9.6	5.4	10.3	10.3
- Private accommodation	14.9	15.4	10.1	14.4
- Other type of accommodation	6.9	7.3	11.4	10.8

Tourist profile by municipality

La Palma (2024)



Activities in the Canary Islands



Outdoor time per day	Breña Baja	Fuencaliente	Santa Cruz	La Palma
0 - 8 hours	56.3%	75.8%	36.2%	60.4%
More than 8 hours	43.7%	24.2%	63.8%	39.6%

Activities in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Walk, wander	80.3%	75.9%	78.4%	80.6%
Explore the island on their own	71.9%	64.0%	82.0%	71.8%
Nature activities	58.0%	54.7%	71.0%	60.5%
Beach	60.7%	46.8%	55.3%	59.2%
Taste Canarian gastronomy	43.5%	30.9%	60.5%	44.0%
Swimming pool, hotel facilities	51.3%	62.3%	4.8%	41.7%
Organized excursions	31.9%	20.8%	25.1%	24.7%
Museums / exhibitions	22.7%	22.7%	17.0%	23.2%
Wineries/markets/popular festivals	18.5%	12.1%	27.7%	19.3%
Astronomical observation	16.2%	13.3%	15.3%	16.5%
Sport activities	8.8%	10.3%	8.2%	9.8%
Activities at sea	5.5%	9.3%	1.5%	7.3%
Nightlife / concerts / shows	2.5%	5.4%	5.5%	3.8%
Theme parks	1.7%	3.5%	5.5%	3.2%
Beauty and health treatments	1.0%	5.0%	0.5%	1.8%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%

(* Pregunta multirespuesta)

¿Con quién vienen?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Unaccompanied	4.5%	9.9%	13.2%	7.9%
Only with partner	62.7%	57.4%	53.3%	59.1%
With children	13.7%	17.3%	14.2%	14.0%
Other relatives	8.3%	11.0%	2.4%	8.5%
Other combination	10.8%	4.4%	16.9%	10.5%
With children (under the age of 13)	8.0%	18.6%	14.3%	10.2%

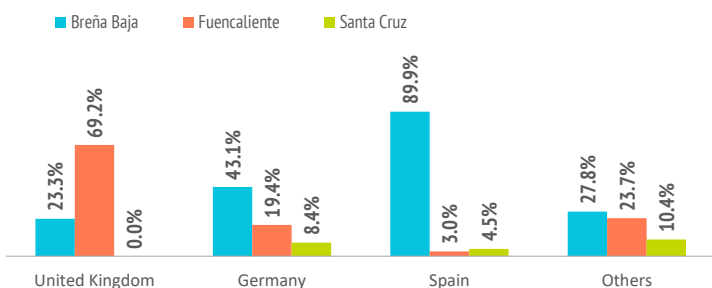
* Share over total answers

Where are they from?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<u>Tourists (> 15 years old)</u>				
United Kingdom	2,467	7,335	0	10,598
Germany	28,770	12,970	5,636	66,743
Spain	33,745	1,125	1,702	37,535
Others	11,179	9,531	4,192	40,238
<u>% Tourists</u>				
United Kingdom	23.3%	69.2%	0.0%	100%
Germany	43.1%	19.4%	8.4%	100%
Spain	89.9%	3.0%	4.5%	100%
Others	27.8%	23.7%	10.4%	100%

Tourist arrivals by municipality (2024)



Who are they?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<u>Gender</u>				
Menos de 50.000€	44.8%	50.8%	48.8%	48.2%
Women	55.2%	49.2%	51.2%	51.8%
<u>Age range (> 15 years old)</u>				
16 - 44 years old	31.2%	54.2%	45.7%	38.9%
Over 44 years old	68.8%	45.8%	54.3%	61.1%
<u>Occupation</u>				
Active	75.0%	83.0%	71.7%	75.9%
Inactive	25.0%	17.0%	28.3%	24.1%
<u>Annual household income level</u>				
Less than €50,000	48.0%	43.9%	35.7%	46.3%
More than €50,000	52.0%	56.1%	64.3%	53.7%
<u>Education level</u>				
No studies/Primary education	1.9%	3.3%	0.0%	2.2%
Secondary education	19.7%	15.5%	4.8%	17.0%
Higher education	78.5%	81.2%	95.2%	80.8%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Average rating	9.03	8.80	9.08	8.92
<u>Experience in the Canary Islands</u>				
Worse or much worse than expected	1.9%	2.1%	1.1%	2.2%
Lived up to expectations	49.1%	47.0%	52.1%	48.4%
Better or much better than expected	49.0%	50.9%	46.8%	49.4%
<u>Future intentions (scale 1-10)</u>				
Return to the Canary Islands	9.15	8.11	9.16	8.80
Recommend visiting the Canary Islands	9.41	8.56	9.44	9.14

8.80/10

Return to the Canary Islands

9.14/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



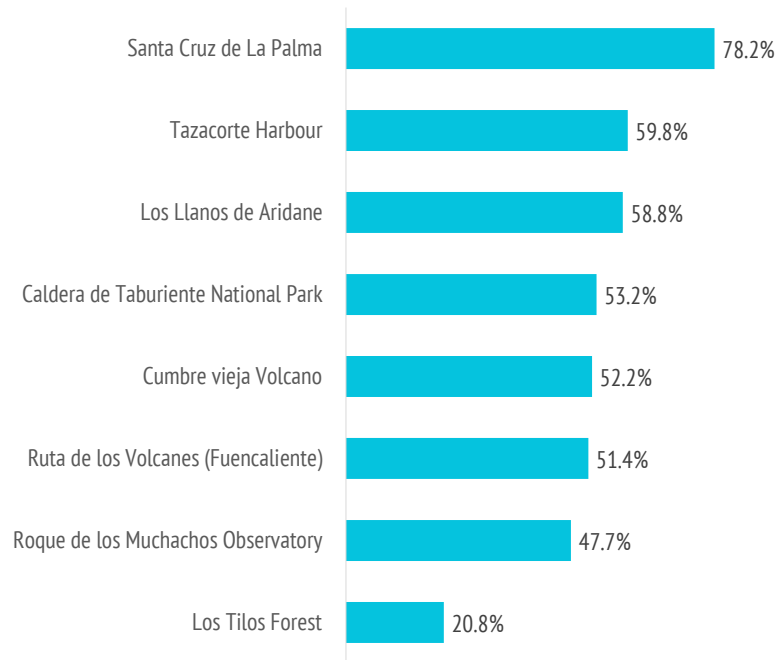
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<u>Repeat tourists</u>				
- Germany	73.2%	63.4%	62.3%	70.0%
- Spain	79.1%	72.2%	81.1%	78.9%
- United Kingdom	88.2%	79.0%	-	82.3%
- Others	69.3%	66.3%	87.8%	67.8%
<u>Repeat tourists (3 or more visits)</u>				
- Germany	55.1%	55.2%	54.8%	56.7%
- Spain	71.2%	63.6%	75.0%	71.0%
- United Kingdom	79.5%	54.2%	-	62.3%
- Others	40.4%	44.6%	76.0%	46.2%

How many islands do they visit during their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
One island	87.4%	87.5%	80.4%	85.0%
Two or more islands	12.6%	12.5%	19.6%	15.0%

WHICH PLACES DO THE VISIT IN LA PALMA?*



**Multi-choice question

”

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