

Profile of tourist visiting La Palma 2016

How many are they and how much do they spend?

	La Palma	Canary Islands
Tourist arrivals (> 16 years old)	221,541	13,114,359
Average daily expenditure (€)	122.55	135.94
. in their place of residence	86.97	98.03
. in the Canary Islands	35.58	37.90
Average length of stay	10.36	9.36
Turnover per tourist (€)	1,122	1,141
Total turnover (> 16 years old) (€m)	249	14,957
Share of total turnover	1.7%	100%
Share of total tourist	1.7%	100%
Expenditure in the Canary Islands per tourist and trip (€) (**)		
Accommodation (**):	46.68	47.11
- Accommodation	39.20	40.52
- Additional accommodation expenses	7.48	6.60
Transport:	51.99	26.01
- Public transport	5.09	5.14
- Taxi	3.34	6.94
- Car rental	43.56	13.93
Food and drink:	167.56	148.33
- Food purchases at supermarkets	70.43	63.46
- Restaurants	97.13	84.87
Souvenirs:	34.26	53.88
Leisure:	26.91	34.52
- Organized excursions	16.77	14.95
- Leisure, amusement	1.45	4.55
- Trip to other islands	1.61	1.85
- Sporting activities	4.39	5.11
- Cultural activities	2.04	2.04
- Discos and disco-pubs	0.65	6.01
Others:	15.17	13.91
- Wellness	1.78	3.23
- Medical expenses	1.16	1.69
- Other expenses	12.23	8.99

How far in advance do they book their trip?

	La Palma	Canary Islands
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	12.6%	14.7%
Between 31 and 90 days	40.8%	34.3%
More than 90 days	34.0%	36.2%

What do they book at their place of residence?

	La Palma	Canary Islands
Flight only	13.6%	8.8%
Flight and accommodation (room only)	32.9%	25.7%
Flight and accommodation (B&B)	13.5%	8.0%
Flight and accommodation (half board)	23.5%	20.4%
Flight and accommodation (full board)	1.5%	4.3%
Flight and accommodation (all inclusive)	15.0%	32.8%
% Tourists using low-cost airlines	39.4%	48.7%
Other expenses in their place of residence:		
- Car rental	36.0%	11.8%
- Sporting activities	4.0%	5.3%
- Excursions	7.9%	5.7%
- Trip to other islands	2.0%	1.6%

How do they book?

	La Palma	Canary Islands
Accommodation booking		
Tour Operator	30.9%	42.3%
- Tour Operator's website	79.9%	78.8%
Accommodation	16.0%	14.7%
- Accommodation's website	88.0%	83.5%
Travel agency (High street)	22.9%	20.5%
Online Travel Agency (OTA)	24.0%	16.5%
No need to book accommodation	6.2%	6.0%

	La Palma	Canary Islands
Flight booking		
Tour Operator	33.3%	44.6%
- Tour Operator's website	81.3%	76.3%
Airline	28.8%	24.8%
- Airline's website	96.3%	96.2%
Travel agency (High street)	22.6%	19.1%
Online Travel Agency (OTA)	15.3%	11.5%

Where do they stay?

	La Palma	Canary Islands
5* Hotel	0.0%	7.1%
4* Hotel	37.3%	39.6%
1-2-3* Hotel	10.3%	14.6%
Apartment	43.7%	31.5%
Property (privately-owned, friends, family)	5.9%	4.6%
Others	2.8%	2.6%

Who are they?

	La Palma	Canary Islands
Gender		
Percentage of men	47.9%	48.5%
Percentage of women	52.1%	51.5%
Age		
Average age (tourists > 16 years old)	48.9	46.3
Standard deviation	13.4	15.3
Age range (> 16 years old)		
16-24 years old	3.4%	8.2%
25-30 years old	7.6%	11.1%
31-45 years old	28.5%	29.1%
46-60 years old	40.3%	30.9%
Over 60 years old	20.3%	20.7%
Occupation		
Business owner or self-employed	19.8%	23.1%
Upper/Middle management employee	46.4%	36.1%
Auxiliary level employee	11.1%	15.5%
Students	3.3%	5.1%
Retired	16.7%	18.0%
Unemployed / unpaid dom. work	2.5%	2.2%
Annual household income level		
€12,000 - €24,000	13.6%	17.8%
€24,001 - €36,000	18.2%	19.4%
€36,001 - €48,000	18.3%	16.9%
€48,001 - €60,000	17.6%	14.6%
€60,001 - €72,000	10.3%	9.5%
€72,001 - €84,000	6.0%	6.0%
More than €84,000	16.0%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Profile of tourist visiting La Palma 2016

Tourist per year

Tourist (> 16 years old):	La Palma	Canary Islands
2012	145,084	10,051,044
2013	143,472	10,425,147
2014	138,916	10,932,170
2015	163,425	11,314,639
2016	221,541	13,114,359

Year on year growth (%)	La Palma	Canary Islands
2011	--	--
2012	-1.1%	3.7%
2013	-3.2%	4.9%
2014	17.6%	3.5%
2015	35.6%	15.9%

Who do they come with?



	La Palma	Canary Islands
Unaccompanied	10.4%	9.1%
Only with partner	61.1%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	8.9%	11.8%
Other relatives	3.8%	6.0%
Friends	3.5%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	11.3%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	La Palma	Canary Islands
Good or very good (% tourists)	98.3%	94.1%
Average rating (scale 1-10)	9.23	8.90

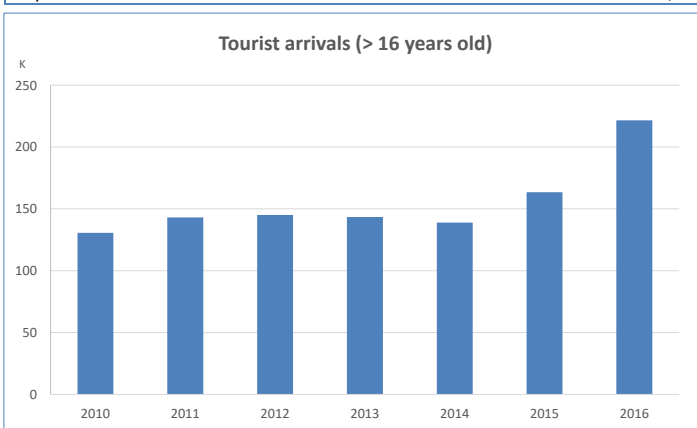
How many are loyal to the destination?

Repeat tourists of the island	La Palma	Canary Islands
Repeat tourists	38.1%	77.3%
In love (at least 10 previous visits)	5.0%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Germany	36.8%	81,455
Spanish Mainland	18.5%	40,972
United Kingdom	13.7%	30,387
Netherlands	9.4%	20,718
Austria	7.4%	16,435
France	4.3%	9,500
Belgium	4.0%	8,952
Czech Republic	2.0%	4,391
Switzerland	0.7%	1,528
Italy	0.6%	1,300



Why do they choose the Canary Islands?



Aspects influencing the choice	La Palma	Canary Islands
Climate/sun	82.0%	89.8%
Scenery	61.3%	21.9%
Tranquillity/rest/relaxation	40.3%	36.6%
Active tourism	31.2%	5.1%
Visiting new places	16.6%	14.6%
Quality of the environment	14.7%	6.5%
Beaches	12.3%	34.5%
Security	5.3%	11.1%
Price	4.7%	12.7%
Ease of travel	3.3%	8.9%
Rural tourism	2.2%	1.0%
Culture	2.1%	2.6%
Nightlife/fun	1.4%	3.8%
Suitable destination for children	1.3%	7.5%
Nautical activities	0.8%	2.2%
Security against natural catastrophes	0.4%	0.8%

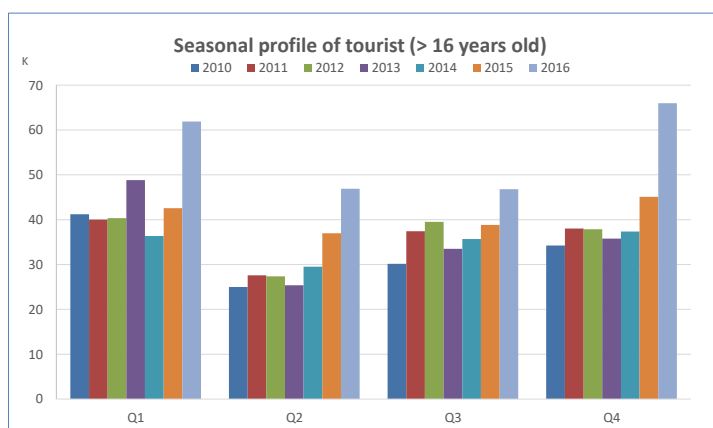
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	La Palma	Canary Islands
Previous visits to the Canary Islands	64.3%	64.1%
Recommendation by friends or relatives	34.5%	34.5%
The Canary Islands television channel	0.1%	0.3%
Other television or radio channels	3.1%	0.8%
Information in the press/magazines/books	7.0%	3.8%
Attendance at a tourism fair	1.1%	0.5%
Tour Operator's brochure or catalogue	4.1%	8.0%
Recommendation by Travel Agency	5.9%	9.7%
Information obtained via the Internet	26.3%	25.8%
Senior Tourism programme	0.6%	0.2%
Others	5.6%	6.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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