

# Profile of tourist visiting La Palma 2017

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



	La Palma	Canary Islands
Tourist arrivals (FRONTUR)	293,900	15,975,507
Tourist arrivals (> 16 years old)	277,952	13,852,616
Average daily expenditure (€)	128.94	140.18
. in their place of residence	90.56	101.15
. in the Canary Islands	38.39	39.03
Average length of stay	10.51	9.17
Turnover per tourist (€)	1,197	1,155
Total turnover (€m)	352	18,450
Share of total tourist	1.8%	100%
Share of total turnover	1.9%	100%
<u>% tourists who pay in the Canary Islands:</u>		
<b>Accommodation:</b>		
- Accommodation	13.4%	13.5%
- Additional accommodation expenses	10.7%	6.3%
<b>Transport:</b>		
- Public transport	15.9%	14.5%
- Taxi	12.2%	21.2%
- Car rental	43.3%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	67.2%	55.0%
- Restaurants	74.1%	57.3%
<b>Souvenirs:</b>		
	57.4%	53.3%
<b>Leisure:</b>		
- Organized excursions	23.2%	17.7%
- Leisure, amusement	2.8%	8.4%
- Trip to other islands	1.5%	2.3%
- Sporting activities	4.0%	6.1%
- Cultural activities	8.5%	4.4%
- Discos and disco-pubs	4.1%	6.1%
<b>Others:</b>		
- Wellness	3.5%	4.9%
- Medical expenses	7.5%	4.0%
- Other expenses	21.0%	9.6%



**+23%**  
TOURISTS  
293,900



**+7%**  
TRAVEL EXPENSES  
€1,197



**+32%**  
TURNOVER  
€352 MILL

## What do they book at their place of residence?



	La Palma	Canary Islands
Flight only	14.1%	9.3%
Flight and accommodation (room only)	33.2%	26.9%
Flight and accommodation (B&B)	11.4%	8.3%
Flight and accommodation (half board)	19.5%	19.3%
Flight and accommodation (full board)	3.3%	4.4%
Flight and accommodation (all inclusive)	18.5%	31.9%
<u>% Tourists using low-cost airlines</u>	42.2%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	35.1%	12.6%
- Sporting activities	5.0%	5.1%
- Excursions	10.7%	6.2%
- Trip to other islands	1.2%	1.5%

## How do they book?



	La Palma	Canary Islands
<u>Accommodation booking</u>		
<b>Tour Operator</b>	33.8%	42.4%
- Tour Operator's website	77.8%	80.6%
<b>Accommodation</b>	14.6%	14.6%
- Accommodation's website	82.6%	84.0%
<b>Travel agency (High street)</b>	17.7%	19.3%
<b>Online Travel Agency (OTA)</b>	26.5%	17.3%
<b>No need to book accommodation</b>	7.5%	6.4%

	La Palma	Canary Islands
<u>Flight booking</u>		
<b>Tour Operator</b>	36.9%	44.8%
- Tour Operator's website	71.6%	78.6%
<b>Airline</b>	33.7%	25.8%
- Airline's website	99.5%	97.3%
<b>Travel agency (High street)</b>	15.5%	18.0%
<b>Online Travel Agency (OTA)</b>	14.0%	11.4%

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



	La Palma	Canary Islands
The same day they leave	0.3%	0.5%
Between 2 and 7 days	4.1%	5.9%
Between 8 and 15 days	6.3%	7.4%
Between 16 and 30 days	12.8%	13.4%
Between 31 and 90 days	36.3%	34.6%
More than 90 days	40.1%	38.3%

## Who are they?



	La Palma	Canary Islands
<u>Gender</u>		
Men	53.7%	48.1%
Women	46.3%	51.9%

	La Palma	Canary Islands
<u>Age</u>		
Average age (tourists > 16 years old)	49.9	46.9
Standard deviation	13.8	15.5

	La Palma	Canary Islands
<u>Age range (&gt; 16 years old)</u>		
16-24 years old	4.8%	8.4%
25-30 years old	6.1%	10.2%
31-45 years old	23.1%	27.9%
46-60 years old	42.4%	31.7%
Over 60 years old	23.6%	21.8%

	La Palma	Canary Islands
<u>Occupation</u>		
Business owner or self-employed	22.8%	23.8%
Upper/Middle management employee	43.3%	35.2%
Auxiliary level employee	10.3%	15.3%
Students	3.8%	5.0%
Retired	18.5%	18.6%
Unemployed / unpaid dom. work	1.3%	2.1%

	La Palma	Canary Islands
<u>Annual household income level</u>		
€12,000 - €24,000	12.3%	17.9%
€24,001 - €36,000	18.7%	19.3%
€36,001 - €48,000	16.3%	16.1%
€48,001 - €60,000	19.3%	15.1%
€60,001 - €72,000	8.1%	9.3%
€72,001 - €84,000	7.3%	6.3%
More than €84,000	18.0%	16.0%

# Profile of tourist visiting La Palma 2017

## Tourist per year



Tourists (> 16 years old)	La Palma	Canary Islands
2013	143,472	10,425,147
2014	138,916	10,932,170
2015	163,425	11,314,639
2016	221,541	13,114,359
2017	277,952	13,852,616

Year on year growth (%)	La Palma	Canary Islands
2013	--	--
2014	-3.2%	4.9%
2015	17.6%	3.5%
2016	35.6%	15.9%
2017	25.5%	5.6%

## Where do they stay?



	La Palma	Canary Islands
5* Hotel	0.0%	6.8%
4* Hotel	36.8%	38.4%
1-2-3* Hotel	9.4%	14.4%
Apartment	43.9%	32.4%
Property (privately-owned, friends, family)	6.3%	4.8%
Others	3.5%	3.2%

## Why do they choose the Canary Islands?



Aspects influencing the choice	La Palma	Canary Islands
Climate/sun	81.7%	89.8%
Scenery	57.6%	22.9%
Tranquillity/rest/relaxation	41.7%	37.2%
Active tourism	29.1%	5.4%
Visiting new places	17.7%	14.7%
Quality of the environment	16.1%	6.5%
Beaches	8.7%	35.1%
Price	7.0%	12.2%
Security	6.5%	9.7%
Ease of travel	3.3%	8.9%
Suitable destination for children	2.2%	7.6%
Rural tourism	2.1%	1.1%
Culture	1.8%	2.7%
Nautical activities	1.0%	2.0%
Nightlife/fun	0.3%	3.8%
Shopping	0.3%	2.5%

\* Multi-choice question

## Who do they come with?



	La Palma	Canary Islands
Unaccompanied	9.8%	8.7%
Only with partner	60.5%	46.8%
Only with children (under the age of 13)	0.6%	1.7%
Partner + children (under the age of 13)	7.2%	11.9%
Other relatives	4.9%	6.0%
Friends	3.9%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	12.8%	18.5%

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

## How do they rate the Canary Islands?



Opinion on their stay	La Palma	Canary Islands
Good or very good (% tourists)	96.0%	94.0%
Average rating (scale 1-10)	9.09	8.92

## How many are loyal to the Canary Islands?



Repeat tourists (previous visits)	La Palma	Canary Islands
At least 1 visit to the island	37.9%	77.3%
At least 10 visits to the island	4.2%	16.9%
At least 1 visit to the Canary Islands	82.9%	77.3%
At least 10 visits to the Canary Islands	15.4%	16.9%

## Where are they from?



Tourists (> 16 years old)	%	Abolsute
Germany	33.4%	92,813
Spanish Mainland	15.2%	42,284
United Kingdom	13.4%	37,342
Netherlands	8.8%	24,346
Poland	5.2%	14,503
France	5.0%	14,002
Austria	3.4%	9,487
Belgium	2.4%	6,675
Russia	2.2%	5,992
Others	11.0%	30,509

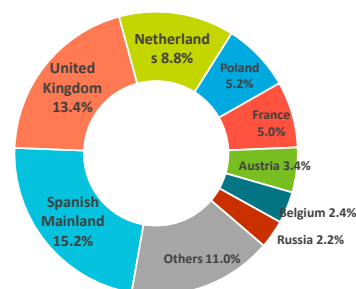
## What did motivate them to come?



Prescription sources	La Palma	Canary Islands
Previous visits to the Canary Islands	67.9%	64.9%
Recommendation by friends/relatives	28.0%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	2.8%	1.0%
Information in press/magazines/books	9.0%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	7.8%	7.2%
Recommendation by Travel Agency	6.1%	9.3%
Information obtained via the Internet	30.0%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	5.3%	5.9%

\* Multi-choice question

## Share of tourists > 16 years old by source markets



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.