

Tourist profile by quarter of trip (2017)

LA PALMA



How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	83.6	60.5	67.3	82.5	294
Tourist arrivals (> 16 years old) (thousands)	78.0	55.4	58.0	86.6	278
Average daily expenditure (€)	123.06	116.21	115.52	151.39	128.94
. in their place of residence	88.02	81.15	86.26	101.74	90.56
. in the Canary Islands	35.04	35.06	29.26	49.65	38.39
Average length of stay	10.95	10.28	10.98	9.94	10.51
Turnover per tourist (€)	1,163	1,034	1,098	1,398	1,197
Total turnover (€m)	97	63	74	115	352
Tourist arrivals: share by quarter	28.4%	20.6%	22.9%	28.1%	100%
Turnover: share by quarter	27.6%	17.8%	21.0%	32.8%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	9.5%	14.3%	5.9%	21.5%	13.4%
- Additional accommodation expenses	13.0%	8.2%	16.8%	6.0%	10.7%

Transport:

- Public transport	18.9%	15.9%	14.5%	14.0%	15.9%
- Taxi	12.7%	12.4%	8.8%	13.8%	12.2%
- Car rental	35.5%	47.6%	42.7%	47.9%	43.3%

Food and drink:

- Food purchases at supermarkets	79.3%	66.4%	66.3%	57.3%	67.2%
- Restaurants	77.1%	69.7%	72.7%	75.1%	74.1%

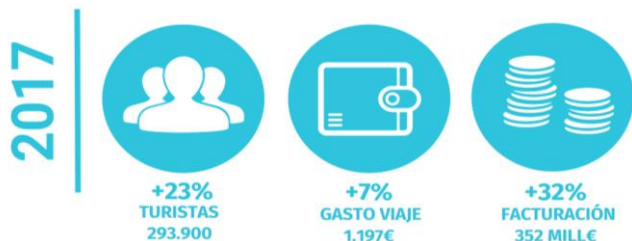
Souvenirs:	55.4%	53.6%	58.7%	60.9%	57.4%
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Leisure:

- Organized excursions	19.6%	19.2%	31.0%	23.6%	23.2%
- Leisure, amusement	2.3%	2.4%	4.0%	2.6%	2.8%
- Trip to other islands	0.7%	1.9%	3.1%	1.0%	1.5%
- Sporting activities	2.9%	4.6%	6.2%	3.0%	4.0%
- Cultural activities	5.6%	8.9%	6.0%	12.6%	8.5%
- Discos and disco-pubs	3.4%	2.0%	2.5%	7.2%	4.1%

Others:

- Wellness	2.9%	2.5%	5.9%	3.2%	3.5%
- Medical expenses	5.5%	5.0%	6.0%	12.0%	7.5%
- Other expenses	26.8%	13.9%	28.3%	15.6%	21.0%



What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	15.1%	11.5%	14.1%	15.0%	14.1%
Flight and accommodation (room only)	38.0%	35.5%	26.5%	31.8%	33.2%
Flight and accommodation (B&B)	13.0%	9.1%	7.7%	13.7%	11.4%
Flight and accommodation (half board)	18.6%	20.6%	20.0%	19.3%	19.5%
Flight and accommodation (full board)	2.0%	2.5%	2.4%	5.7%	3.3%
Flight and accommodation (all inclusive)	13.4%	20.7%	29.4%	14.6%	18.5%
% Tourists using low-cost airlines	50.0%	48.0%	37.5%	34.7%	42.2%
Other expenses in their place of residence:					
- Car rental	44.1%	32.1%	34.7%	29.4%	35.1%
- Sporting activities	6.9%	5.0%	4.2%	3.8%	5.0%
- Excursions	11.4%	9.7%	9.8%	11.2%	10.7%
- Trip to other islands	0.7%	0.7%	1.4%	2.0%	1.2%

How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	26.7%	33.5%	35.9%	39.1%	33.8%
- Tour Operator's website	71.5%	92.3%	83.9%	70.5%	77.8%
Accommodation	12.6%	15.9%	12.9%	16.8%	14.6%
- Accommodation's website	76.0%	81.1%	74.3%	92.2%	82.6%
Travel agency (High street)	23.1%	17.7%	18.4%	12.1%	17.7%
Online Travel Agency (OTA)	30.8%	24.6%	21.9%	26.8%	26.5%
No need to book accommodation	6.7%	8.3%	10.9%	5.2%	7.5%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	33.8%	34.0%	37.0%	41.5%	36.9%
- Tour Operator's website	64.0%	79.8%	78.9%	67.9%	71.6%
Airline	36.9%	31.9%	29.6%	34.6%	33.7%
- Airline's website	99.6%	100.0%	99.5%	99.1%	99.5%
Travel agency (High street)	17.5%	18.4%	16.4%	11.0%	15.5%
Online Travel Agency (OTA)	11.8%	15.7%	17.1%	12.8%	14.0%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	0.6%	0.0%	0.2%	0.3%
Between 2 and 7 days	2.3%	5.2%	7.0%	3.0%	4.1%
Between 8 and 15 days	7.9%	4.7%	9.0%	4.0%	6.3%
Between 16 and 30 days	10.2%	15.5%	16.0%	11.3%	12.8%
Between 31 and 90 days	41.9%	39.6%	28.3%	34.4%	36.3%
More than 90 days	37.1%	34.4%	39.7%	47.1%	40.1%

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	54.4%	52.5%	46.5%	58.7%	53.7%
Women	45.6%	47.5%	53.5%	41.3%	46.3%

Age

Average age (tourists > 16 years old)	51.8	51.1	45.0	50.7	49.9
Standard deviation	14.0	13.7	12.5	13.7	13.8

Age range (> 16 years old)

16-24 years old	2.8%	1.9%	7.7%	6.4%	4.8%
25-30 years old	4.9%	8.0%	8.8%	4.3%	6.1%
31-45 years old	24.0%	22.1%	31.1%	17.4%	23.1%
46-60 years old	36.3%	40.2%	42.1%	49.6%	42.4%
Over 60 years old	32.1%	27.7%	10.3%	22.3%	23.6%

Occupation

Business owner or self-employed	26.8%	18.9%	22.4%	22.1%	22.8%
Upper/Middle management employee	33.6%	44.6%	53.4%	44.5%	43.3%
Auxiliary level employee	8.8%	11.6%	15.0%	7.7%	10.3%
Students	3.0%	1.7%	3.8%	6.1%	3.8%
Retired	26.6%	22.3%	3.6%	18.4%	18.5%
Unemployed / unpaid dom. work	1.3%	0.9%	1.7%	1.2%	1.3%

Annual household income level

€12,000 - €24,000	15.5%	12.7%	15.3%	7.0%	12.3%
€24,001 - €36,000	23.8%	15.9%	20.3%	14.9%	18.7%
€36,001 - €48,000	12.9%	19.8%	16.9%	16.5%	16.3%
€48,001 - €60,000	18.5%	18.3%	20.4%	20.0%	19.3%
€60,001 - €72,000	7.2%	9.5%	7.8%	8.3%	8.1%
€72,001 - €84,000	8.1%	6.8%	5.9%	7.9%	7.3%
More than €84,000	14.1%	17.0%	13.4%	25.3%	18.0%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	587,359	596,949	645,448	658,457	2,488,213
- Fuerteventura	465,865	465,709	493,948	513,386	1,938,908
- Gran Canaria	1,048,766	833,276	910,485	1,108,297	3,900,824
- Tenerife	1,325,456	1,223,771	1,237,883	1,357,305	5,144,415
- La Palma	78,025	55,392	57,969	86,566	277,952

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	29.7%	36.7%	41.1%	40.5%	36.8%
1-2-3* Hotel	12.1%	10.2%	8.1%	7.4%	9.4%
Apartment	48.2%	42.4%	39.4%	44.1%	43.9%
Property (privately-owned, friends, family)	6.7%	7.2%	7.8%	4.3%	6.3%
Others	3.3%	3.4%	3.7%	3.6%	3.5%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.4%	12.0%	8.7%	8.6%	9.8%
Only with partner	68.4%	66.5%	44.1%	60.6%	60.5%
Only with children (under the age of 13)	0.9%	0.2%	1.2%	0.2%	0.6%
Partner + children (under the age of 13)	3.7%	4.0%	15.8%	6.7%	7.2%
Other relatives	4.2%	2.8%	3.2%	8.2%	4.9%
Friends	4.0%	4.3%	3.4%	3.9%	3.9%
Work colleagues	0.0%	0.0%	1.1%	0.0%	0.2%
Other combinations ⁽¹⁾	8.3%	10.3%	22.7%	12.0%	12.8%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.4%	97.5%	96.4%	96.3%	96.0%
Average rating (scale 1-10)	8.93	9.19	9.13	9.14	9.09

How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	Q1	Q2	Q3	Q4	Total
At least 1 visit to the island	36.8%	35.2%	32.7%	43.9%	37.9%
At least 10 visits to the island	4.7%	4.5%	4.5%	3.4%	4.2%
At least 1 visit to the Canary Islands	86.8%	76.6%	75.5%	88.3%	82.9%
At least 10 visits to the Canary Islands	17.8%	15.0%	13.7%	15.0%	15.4%

Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Germany	37.8%	35.2%	27.8%	32.0%	33.4%
Spanish Mainland	10.3%	19.1%	25.9%	10.0%	15.2%
United Kingdom	17.2%	12.5%	10.7%	12.5%	13.4%
Netherlands	6.9%	10.5%	10.9%	7.8%	8.8%
Poland	14.9%	0.0%	5.0%	0.0%	5.2%
France	3.4%	8.4%	8.1%	2.3%	5.0%
Austria	2.8%	5.1%	2.4%	3.5%	3.4%
Belgium	1.7%	3.3%	3.6%	1.7%	2.4%
Russia	0.3%	0.0%	0.9%	6.0%	2.2%
Others	4.8%	5.8%	4.6%	24.1%	11.0%

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.

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.8%	18.8%	19.3%	17.7%	18.1%
- Fuerteventura	13.3%	14.7%	14.8%	13.8%	14.1%
- Gran Canaria	29.9%	26.2%	27.2%	29.8%	28.4%
- Tenerife	37.8%	38.5%	37.0%	36.4%	37.4%
- La Palma	2.2%	1.7%	1.7%	2.3%	2.0%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	87.0%	77.6%	73.7%	84.8%	81.7%
Scenery	56.4%	60.1%	54.9%	58.8%	57.6%
Tranquillity/rest/relaxation	35.6%	41.0%	48.6%	43.1%	41.7%
Active tourism	30.1%	29.8%	24.5%	30.8%	29.1%
Visiting new places	18.8%	18.5%	19.4%	15.1%	17.7%
Quality of the environment	15.4%	15.9%	13.8%	18.2%	16.1%
Beaches	6.1%	10.8%	12.3%	7.2%	8.7%
Price	7.7%	8.2%	6.5%	5.8%	7.0%
Security	7.8%	5.5%	6.7%	5.7%	6.5%
Ease of travel	3.8%	3.7%	1.5%	3.8%	3.3%
Suitable destination for children	0.8%	1.8%	5.1%	1.9%	2.2%
Rural tourism	1.9%	2.9%	1.0%	2.6%	2.1%
Culture	1.6%	2.8%	1.9%	1.3%	1.8%
Nautical activities	0.6%	2.7%	1.2%	0.1%	1.0%
Nightlife/fun	1.1%	0.0%	0.1%	0.0%	0.3%
Shopping	0.1%	0.1%	0.5%	0.4%	0.3%

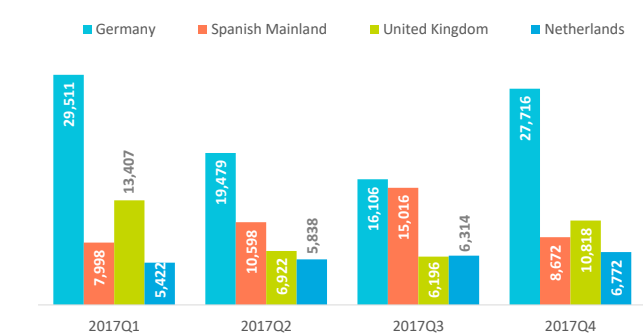
* Multi-choise question

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	70.1%	59.6%	61.2%	75.7%	67.9%
Recommendation by friends/relatives	28.7%	32.0%	28.7%	24.2%	28.0%
The Canary Islands television channel	0.3%	0.2%	0.2%	0.2%	0.2%
Other television or radio channels	2.9%	5.1%	2.2%	1.7%	2.8%
Information in press/magazines/books	8.1%	8.5%	6.2%	11.8%	9.0%
Attendance at a tourism fair	0.5%	0.4%	0.8%	0.2%	0.5%
Tour Operator's brochure or catalogue	8.4%	8.8%	6.5%	7.3%	7.8%
Recommendation by Travel Agency	5.2%	7.4%	9.1%	4.3%	6.1%
Information obtained via the Internet	25.0%	28.9%	36.1%	31.4%	30.0%
Senior Tourism programme	0.6%	0.0%	0.0%	0.3%	0.3%
Others	5.3%	5.8%	5.1%	5.2%	5.3%

* Multi-choise question

Main markets: tourist arrivals by quarters



Tourists over 16 years old.