

TOURIST PROFILE BY QUARTER OF TRIP (2018)

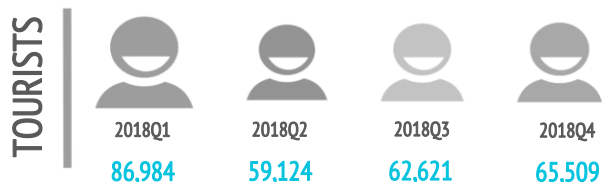
LA PALMA

How many are they and how much do they spend?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	87.0	59.1	62.6	65.5	274.2
Tourist arrivals > 15 years old (EGT) (*)	81.3	54.0	52.4	61.4	249.1
- book holiday package (*)	48.2	26.8	27.0	37.3	139.3
- do not book holiday package (*)	33.1	27.1	25.4	24.1	109.8
- % tourists who book holiday package	59.3%	49.7%	51.5%	60.7%	55.9%

(*) Thousand of tourists

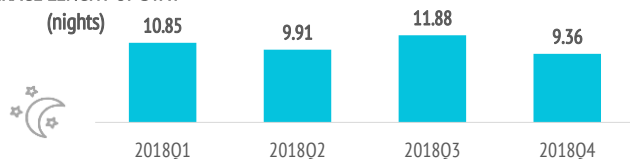


% TOURISTS WHO BOOK HOLIDAY PACKAGE

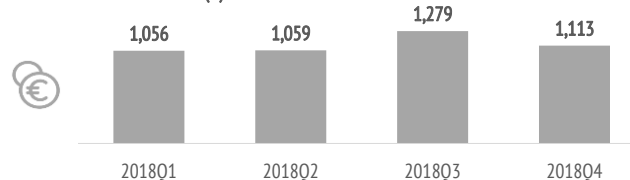


	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	1,056	1,059	1,279	1,113	1,118
- book holiday package	1,048	1,169	1,325	1,199	1,165
- holiday package	820	923	1,078	970	930
- others	228	246	247	228	235
- do not book holiday package	1,067	950	1,230	981	1,057
- flight	315	290	400	301	325
- accommodation	330	275	372	313	322
- others	423	386	458	366	409
Average lenght of stay	10.85	9.91	11.88	9.36	10.50
- book holiday package	8.88	9.06	9.88	8.67	9.05
- do not book holiday package	13.73	10.76	14.00	10.41	12.33
Average daily expenditure (€)	113.4	120.3	121.7	128.5	120.4
- book holiday package	123.6	136.4	141.5	145.0	135.2
- do not book holiday package	98.6	104.4	100.8	103.1	101.5
Total turnover (> 15 years old) (€m)	86	57	67	68	278
- book holiday package	51	31	36	45	162
- do not book holiday package	35	26	31	24	116

AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	79.1%	63.0%	66.8%	78.7%	72.9%
Landscapes	64.9%	72.9%	68.9%	66.5%	67.9%
Tranquility	48.9%	52.9%	61.4%	55.1%	53.9%
Environment	41.6%	52.4%	48.2%	46.8%	46.6%
Safety	34.9%	42.9%	38.7%	46.9%	40.4%
Hiking trail network	42.2%	39.1%	36.4%	41.5%	40.2%
Sea	32.2%	36.5%	36.7%	42.4%	36.6%
Authenticity	24.5%	32.6%	36.8%	29.8%	30.1%
European belonging	27.0%	30.3%	28.7%	33.4%	29.6%
Accommodation supply	27.8%	31.0%	30.0%	29.5%	29.4%
Effortless trip	25.9%	25.1%	22.8%	32.5%	26.7%
Price	22.2%	23.1%	23.1%	25.4%	23.4%
Gastronomy	16.0%	21.1%	19.5%	21.3%	19.1%
Beaches	10.6%	15.6%	16.2%	19.8%	15.1%
Exoticism	5.4%	12.4%	17.0%	9.3%	10.3%
Fun possibilities	7.8%	8.8%	12.6%	12.4%	10.2%
Historical heritage	6.0%	5.9%	8.9%	7.9%	7.1%
Culture	3.5%	2.3%	5.9%	7.2%	4.7%
Shopping	2.0%	4.6%	5.5%	2.9%	3.5%
Nightlife	1.8%	1.1%	1.0%	0.9%	1.3%

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.

% TOURISTS WHO CHOOSE LANDSCAPES



What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	28.5%	34.0%	29.4%	27.6%	29.7%
Enjoy family time	5.8%	7.4%	12.6%	11.8%	9.1%
Have fun	2.8%	2.1%	2.1%	4.2%	2.9%
Explore the destination	52.7%	46.0%	48.3%	44.6%	48.3%
Practice their hobbies	3.3%	5.7%	3.8%	6.5%	4.7%
Other reasons	6.8%	4.8%	3.8%	5.2%	5.4%

How far in advance do they book their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.4%	1.3%	0.2%	0.0%	0.4%
Between 1 and 30 days	24.9%	19.1%	20.1%	23.5%	22.3%
Between 1 and 2 months	26.2%	21.3%	18.4%	19.2%	21.8%
Between 3 and 6 months	31.5%	43.2%	36.8%	36.3%	36.3%
More than 6 months	17.1%	15.1%	24.5%	21.0%	19.2%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

TOURIST PROFILE BY QUARTER OF TRIP (2018)

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What channels did they use to get information about the trip? 🔍

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	49.8%	50.1%	45.1%	53.2%	49.7%
Friends or relatives	26.2%	29.9%	33.7%	27.8%	29.0%
Internet or social media	65.5%	61.0%	71.5%	65.6%	65.9%
Mass Media	4.6%	4.2%	3.6%	2.6%	3.8%
Travel guides and magazines	25.5%	24.4%	25.4%	27.2%	25.7%
Travel Blogs or Forums	5.8%	5.9%	12.1%	5.9%	7.2%
Travel TV Channels	2.0%	1.8%	1.3%	2.5%	1.9%
Tour Operator or Travel Agency	28.2%	20.4%	21.7%	24.7%	24.3%
Public administrations or similar	0.3%	0.3%	1.1%	0.7%	0.6%
Others	2.6%	3.7%	1.0%	1.5%	2.2%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	34.6%	44.8%	42.1%	35.4%	38.6%
- Tour Operator or Travel Agency	65.4%	55.2%	57.9%	64.6%	61.4%
Accommodation					
- Directly with the accommodation	28.3%	32.9%	28.8%	29.1%	29.6%
- Tour Operator or Travel Agency	71.7%	67.1%	71.2%	70.9%	70.4%

Where do they stay? 🏠

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	10.2%	14.2%	6.3%	10.5%	10.3%
4* Hotel	43.5%	40.3%	37.7%	42.1%	41.2%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	19.3%	22.6%	21.5%	18.7%	20.3%
House/room rented in a private dwelling	9.3%	5.9%	9.4%	11.0%	9.0%
Private accommodation ⁽¹⁾	5.5%	8.3%	10.8%	6.9%	7.6%
Others (Cottage, cruise, camping,...)	12.1%	8.7%	14.4%	10.8%	11.6%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book? 🍽

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	36.3%	39.0%	43.6%	35.7%	38.3%
Bed and Breakfast	14.9%	14.1%	10.0%	12.1%	13.0%
Half board	27.9%	28.3%	16.1%	27.2%	25.3%
Full board	1.3%	0.7%	0.4%	0.6%	0.8%
All inclusive	19.7%	17.9%	29.9%	24.4%	22.6%



22.6% of tourists book all inclusive.



19.7%
2018Q1



29.9%
2018Q3



17.9%
2018Q2



24.4%
2018Q4

Other expenses 📍

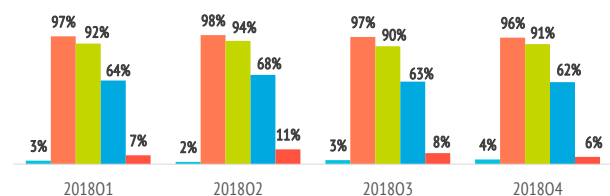
	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	80.1%	78.4%	76.6%	79.3%	78.8%
Supermarkets	71.5%	78.8%	71.8%	71.6%	73.2%
Car rental	67.3%	64.7%	70.4%	65.6%	67.0%
Organized excursions	25.2%	31.8%	36.3%	23.6%	28.6%
Taxi, transfer, chauffeur service	39.3%	41.5%	36.5%	37.5%	38.7%
Theme Parks	1.1%	2.1%	2.1%	1.3%	1.6%
Sport activities	5.0%	4.9%	11.8%	7.8%	7.1%
Museums	14.0%	10.6%	14.4%	10.3%	12.5%
Flights between islands	3.2%	7.8%	8.3%	4.6%	5.6%

Activities in the Canary Islands 🚶

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	2.7%	1.8%	3.1%	3.7%	2.8%
1 - 2 hours	5.4%	4.4%	7.1%	4.9%	5.4%
3 - 6 hours	28.2%	25.9%	27.0%	28.9%	27.6%
7 - 12 hours	56.8%	56.7%	54.4%	57.0%	56.3%
More than 12 hours	6.8%	11.3%	8.4%	5.5%	7.8%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	84.8%	84.4%	82.8%	77.8%	82.6%
Explore the island on their own	72.6%	74.7%	77.7%	75.1%	74.8%
Beach	45.2%	56.0%	71.5%	55.7%	55.7%
Taste Canarian gastronomy	44.3%	38.2%	48.1%	43.0%	43.5%
Swimming pool, hotel facilities	31.1%	38.5%	54.9%	36.9%	39.1%
Nature activities	30.0%	30.8%	33.7%	28.8%	30.7%
Wineries/markets/popular festival	21.1%	19.7%	27.9%	17.8%	21.4%
Museums / exhibitions	22.3%	19.0%	26.3%	15.9%	20.8%
Organized excursions	17.2%	21.1%	21.6%	16.1%	18.7%
Sport activities	14.8%	13.4%	13.6%	15.4%	14.4%
Sea excursions / whale watching	7.0%	14.0%	27.0%	12.2%	14.0%
Astronomical observation	10.3%	11.2%	21.1%	11.3%	13.0%
Activities at sea	9.0%	11.5%	16.0%	15.6%	12.6%
Nightlife / concerts / shows	4.1%	4.7%	5.1%	4.1%	4.4%
Beauty and health treatments	4.2%	2.5%	2.2%	5.2%	3.7%
Theme parks	1.8%	2.2%	3.3%	1.7%	2.2%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2018)

LA PALMA



Which places do they visit in La Palma?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Santa Cruz de La Palma (capital)	74.3%	77.2%	74.5%	71.4%	74.2%
Los Llanos de Aridane	62.3%	70.9%	66.8%	62.0%	65.0%
Puerto de Tazacorte	63.8%	65.0%	68.7%	57.5%	63.4%
P.N. Caldera de Taburiente	61.8%	65.4%	65.1%	60.3%	62.8%
Ruta de los Volcanes (Fuencaliente)	61.2%	62.2%	58.6%	56.6%	59.8%
Obs.Astr.Roque de los Muchachos	34.5%	43.5%	50.8%	38.8%	40.7%
Bosque de los Tilos	38.3%	40.5%	51.5%	35.2%	40.6%

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



Internet usage during their trip



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	10.9%	14.4%	13.9%	12.0%	12.5%
- Flights	12.1%	12.5%	7.0%	12.7%	11.2%
- Accommodation	19.7%	17.1%	13.7%	15.3%	16.7%
- Transport	14.7%	15.3%	9.9%	12.6%	13.2%
- Restaurants	29.7%	28.6%	31.9%	30.9%	30.2%
- Excursions	31.6%	26.5%	32.7%	31.9%	30.8%
- Activities	35.6%	33.9%	37.5%	36.6%	35.9%
Book or purchase					
- Tourist package	40.7%	33.7%	37.4%	41.6%	38.7%
- Flights	65.5%	67.9%	69.3%	62.2%	66.1%
- Accommodation	55.9%	54.7%	61.1%	55.5%	56.7%
- Transport	54.0%	50.2%	55.7%	50.9%	52.8%
- Restaurants	9.7%	8.8%	11.3%	10.6%	10.1%
- Excursions	8.1%	13.1%	15.4%	10.6%	11.5%
- Activities	8.5%	13.4%	14.7%	11.0%	11.7%

* Multi-choise question

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Internet usage in the Canary Islands					
Did not use the Internet	9.1%	12.0%	6.3%	9.7%	9.3%
Used the Internet	90.9%	88.0%	93.7%	90.3%	90.7%
- Own Internet connection	34.1%	40.3%	48.3%	40.3%	40.0%
- Free Wifi connection	49.7%	39.0%	32.4%	41.9%	41.8%
Applications*					
- Search for locations or maps	66.0%	70.9%	76.4%	71.4%	70.6%
- Search for destination info	49.0%	45.0%	56.5%	54.6%	51.1%
- Share pictures or trip videos	53.7%	61.8%	59.5%	56.8%	57.4%
- Download tourist apps	5.0%	7.0%	5.7%	6.4%	5.9%
- Others	27.3%	21.1%	19.8%	22.4%	23.2%

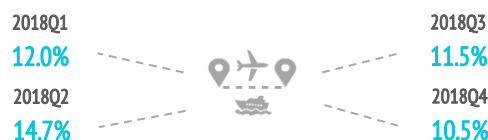
* Multi-choise question

How many islands do they visit during their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	93.8%	88.0%	85.3%	88.5%	89.5%
Two islands	5.7%	8.4%	10.7%	9.4%	8.2%
Three or more islands	0.4%	3.7%	4.1%	2.1%	2.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Average rating	8.68	8.74	8.77	8.84	8.75
Experience in the Canary Islands					
Worse or much worse than expected	1.2%	3.2%	2.1%	0.7%	1.7%
Lived up to expectations	56.0%	51.3%	54.6%	55.9%	54.6%
Better or much better than expected	42.9%	45.5%	43.2%	43.5%	43.7%

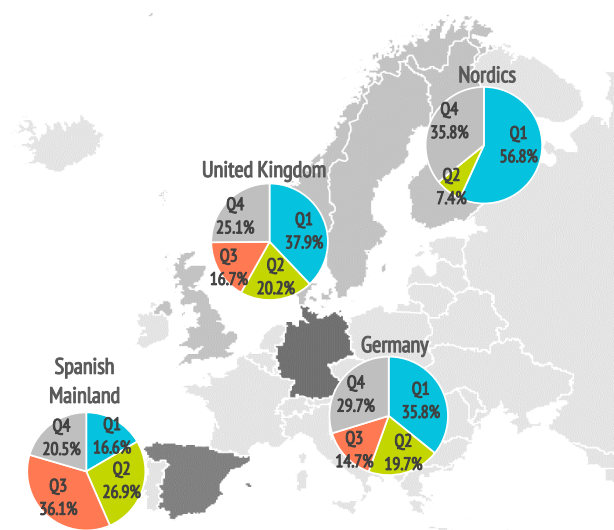
Future intentions (scale 1-10)	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Return to the Canary Islands	8.87	8.84	8.66	8.98	8.85
Recommend visiting the Canary Islands	9.14	9.17	9.09	9.23	9.16

How many are loyal to the Canary Islands?



	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Repeat tourists	68.4%	67.3%	59.5%	73.6%	67.6%
Repeat tourists (last 5 years)	5.8%	4.5%	5.0%	5.3%	5.2%
Repeat tourists (last 5 years)(5 or more visits)	80.4%	78.1%	71.2%	84.2%	78.9%
At least 10 previous visits	18.9%	10.8%	14.1%	14.8%	15.1%

LA PALMA: MAIN MARKETS % TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2018)

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Where are they from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Germany	44.0%	36.5%	28.1%	48.4%	40.1%
Spanish Mainland	8.4%	20.5%	28.3%	13.7%	16.5%
United Kingdom	13.7%	11.0%	9.4%	12.0%	11.8%
Netherlands	8.2%	8.7%	12.3%	4.7%	8.3%
France	2.4%	7.7%	7.1%	2.6%	4.6%
Sweden	6.5%	0.4%	0.0%	6.7%	3.8%
Denmark	4.2%	2.6%	0.0%	4.9%	3.2%
Belgium	1.7%	2.8%	5.3%	1.4%	2.6%
Switzerland	2.3%	2.8%	1.9%	1.7%	2.2%
Poland	0.0%	0.9%	6.0%	0.0%	1.5%
Norway	3.2%	0.0%	0.0%	0.5%	1.2%
Austria	1.6%	1.7%	0.3%	0.6%	1.1%
Finland	1.7%	0.0%	0.0%	0.9%	0.8%
Italy	0.4%	1.4%	0.0%	0.9%	0.7%
Ireland	0.2%	0.5%	0.0%	0.0%	0.2%
Czech Republic	0.1%	0.0%	0.3%	0.1%	0.1%
Russia	0.2%	0.2%	0.0%	0.0%	0.1%
Others	0.8%	1.5%	0.8%	1.0%	1.0%

Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	5.6%	9.6%	7.2%	11.0%	8.1%
Only with partner	67.8%	60.6%	41.7%	57.9%	58.3%
Only with children (< 13 years old)	2.8%	2.4%	6.0%	2.8%	3.4%
Partner + children (< 13 years old)	4.0%	6.1%	13.7%	6.2%	7.0%
Other relatives	3.6%	5.5%	6.8%	5.9%	5.2%
Friends	5.8%	4.2%	2.1%	2.8%	3.9%
Work colleagues	0.3%	0.2%	0.7%	0.0%	0.3%
Organized trip	0.5%	0.5%	0.0%	0.8%	0.5%
Other combinations ⁽¹⁾	9.6%	11.0%	22.0%	12.6%	13.2%

(1) Different situations have been isolated

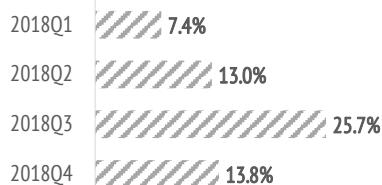
Tourists with children	7.4%	13.0%	25.7%	13.8%	14.0%
- Between 0 and 2 years old	1.5%	1.8%	1.6%	0.8%	1.4%
- Between 3 and 12 years old	5.6%	10.6%	22.5%	11.8%	11.8%
- Between 0 - 2 and 3-12 years	0.2%	0.6%	1.5%	1.2%	0.8%
Tourists without children	92.6%	87.0%	74.3%	86.2%	86.0%
Group composition:					
- 1 person	10.0%	12.3%	7.8%	13.1%	10.8%
- 2 people	72.2%	66.7%	47.5%	61.3%	63.1%
- 3 people	6.6%	8.4%	20.0%	7.4%	10.0%
- 4 or 5 people	9.9%	9.8%	21.8%	13.9%	13.4%
- 6 or more people	1.3%	2.7%	2.9%	4.2%	2.7%
Average group size:	2.23	2.32	2.79	2.49	2.43



14% of tourists travel with children.



(under the age of 13)



Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	42.8%	46.9%	44.8%	49.5%	45.8%
Women	57.2%	53.1%	55.2%	50.5%	54.2%
Age					
Average age (tourist > 15 years old)	52.9	50.0	45.1	51.2	50.2
Standard deviation	13.9	14.6	12.4	13.6	14.0
Age range (> 15 years old)					
16 - 24 years old	4.0%	4.6%	7.2%	2.5%	4.4%
25 - 30 years old	5.2%	5.2%	6.8%	6.6%	5.9%
31 - 45 years old	18.4%	27.2%	35.1%	23.5%	25.1%
46 - 60 years old	39.2%	36.9%	40.5%	41.0%	39.4%
Over 60 years old	33.2%	26.1%	10.4%	26.4%	25.2%
Occupation					
Salaried worker	48.9%	50.0%	60.0%	56.3%	53.3%
Self-employed	11.0%	11.0%	11.0%	13.4%	11.6%
Unemployed	0.3%	0.9%	0.9%	0.8%	0.7%
Business owner	8.0%	10.0%	11.2%	8.6%	9.2%
Student	2.9%	7.7%	8.0%	0.5%	4.4%
Retired	26.5%	19.1%	7.2%	19.9%	19.2%
Unpaid domestic work	0.3%	1.2%	1.2%	0.1%	0.6%
Others	2.3%	0.2%	0.6%	0.3%	1.0%
Annual household income level					
Less than €25,000	9.8%	13.4%	16.8%	10.0%	12.1%
€25,000 - €49,999	36.8%	40.8%	35.5%	35.9%	37.2%
€50,000 - €74,999	30.6%	25.5%	27.3%	28.1%	28.2%
More than €74,999	22.8%	20.3%	20.3%	26.0%	22.5%
Education level					
No studies	2.5%	2.0%	1.7%	1.2%	1.9%
Primary education	1.6%	3.2%	1.8%	2.9%	2.3%
Secondary education	22.9%	22.2%	18.1%	17.5%	20.4%
Higher education	72.9%	72.7%	78.4%	78.4%	75.4%



AVERAGE AGE
(> 15 years old)



% OF TOURISTS WITH INCOMES OVER
€74,999

2018Q1
2018Q2

2018Q3
2018Q4



% SALARIED WORKED TOURISTS



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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