

# Tourist profile trend (2016)

## La Palma

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



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	145,084	143,472	138,916	163,425	221,541
Average daily expenditure (€)	114.66	123.55	117.27	117.19	122.55
. in their place of residence	80.84	86.24	81.53	82.52	86.97
. in the Canary Islands	33.81	37.31	35.74	34.67	35.58
Average length of stay	11.60	10.57	10.87	10.79	10.36
Turnover per tourist (€)	1,120	1,170	1,120	1,111	1,122
Total turnover (> 16 years old) (€m)	162	168	156	182	249
Turnover: year on year change	--	3.3%	-7.3%	16.7%	36.9%
Tourist arrivals: year on year change	--	-1.1%	-3.2%	17.6%	35.6%

### Expenditure in the Canary Islands per tourist and trip (€) (\*)

<b>Accommodation (**):</b>	52.04	57.63	61.83	46.60	46.68
- Accommodation	41.21	51.62	56.94	40.84	39.20
- Additional accommodation expenses	10.83	6.01	4.89	5.76	7.48
<b>Transport:</b>	46.31	43.90	43.01	56.38	51.99
- Public transport	6.21	4.73	5.55	6.08	5.09
- Taxi	3.59	4.36	5.29	4.21	3.34
- Car rental	36.50	34.81	32.17	46.09	43.56
<b>Food and drink:</b>	187.82	203.56	180.31	172.76	167.56
- Food purchases at supermarkets	71.91	88.50	74.73	68.51	70.43
- Restaurants	115.90	115.06	105.58	104.25	97.13
<b>Souvenirs:</b>	37.44	36.17	36.13	32.81	34.26
<b>Leisure:</b>	25.73	22.57	25.14	23.96	26.91
- Organized excursions	13.05	12.22	12.70	13.34	16.77
- Leisure, amusement	1.82	2.28	0.96	1.87	1.45
- Trip to other islands	1.55	2.27	1.92	2.18	1.61
- Sporting activities	3.63	3.21	6.26	3.80	4.39
- Cultural activities	1.75	1.20	1.72	1.85	2.04
- Discos and disco-pubs	3.93	1.38	1.57	0.91	0.65
<b>Others:</b>	16.54	14.22	23.29	17.89	15.17
- Wellness	2.31	2.41	1.94	2.15	1.78
- Medical expenses	0.71	1.27	0.76	0.80	1.16
- Other expenses	13.52	10.54	20.59	14.94	12.23

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



	2012	2013	2014	2015	2016
The same day they leave	0.7%	0.2%	0.4%	0.1%	0.3%
Between 2 and 7 days	7.1%	7.6%	6.8%	5.4%	5.2%
Between 8 and 15 days	10.0%	11.9%	10.7%	8.5%	7.0%
Between 16 and 30 days	17.4%	19.1%	22.4%	18.5%	12.6%
Between 31 and 90 days	34.8%	34.6%	33.2%	36.4%	40.8%
More than 90 days	29.9%	26.5%	26.6%	31.1%	34.0%

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



	2012	2013	2014	2015	2016
Flight only	15.4%	12.8%	16.3%	14.4%	13.6%
Flight and accommodation (room only)	35.4%	38.5%	35.4%	36.7%	32.9%
Flight and accommodation (B&B)	9.2%	8.3%	11.8%	8.5%	13.5%
Flight and accommodation (half board)	24.5%	25.6%	19.6%	23.3%	23.5%
Flight and accommodation (full board)	2.2%	3.9%	2.8%	1.5%	1.5%
Flight and accommodation (all inclusive)	13.2%	10.9%	14.1%	15.6%	15.0%
<b>% Tourists using low-cost airlines</b>	<b>19.3%</b>	<b>21.8%</b>	<b>31.0%</b>	<b>33.9%</b>	<b>39.4%</b>
<b>Other expenses in their place of residence:</b>					
- Car rental	39.4%	39.3%	44.7%	38.1%	36.0%
- Sporting activities	3.6%	3.3%	3.8%	4.7%	4.0%
- Excursions	6.4%	6.2%	10.5%	7.9%	7.9%
- Trip to other islands	2.2%	1.1%	2.4%	1.9%	2.0%

### How do they book?

	2012	2013	2014	2015	2016
<b>Accommodation booking</b>					
<b>Tour Operator</b>	35.9%	39.1%	28.8%	34.3%	30.9%
- Tour Operator's website	73.7%	72.5%	78.9%	83.5%	79.9%
<b>Accommodation</b>	15.6%	16.1%	13.1%	17.0%	16.0%
- Accommodation's website	80.7%	79.4%	80.4%	84.6%	88.0%
<b>Travel agency (High street)</b>	24.2%	23.8%	23.6%	20.3%	22.9%
<b>Online Travel Agency (OTA)</b>	17.3%	16.9%	26.5%	21.3%	24.0%
<b>No need to book accommodation</b>	7.0%	4.2%	8.1%	7.2%	6.2%

	2012	2013	2014	2015	2016
<b>Flight booking</b>					
<b>Tour Operator</b>	39.7%	41.7%	30.0%	36.8%	33.3%
- Tour Operator's website	70.8%	70.5%	78.0%	79.6%	81.3%
<b>Airline</b>	23.3%	21.6%	27.5%	26.5%	28.8%
- Airline's website	97.1%	96.1%	97.3%	97.8%	96.3%
<b>Travel agency (High street)</b>	23.1%	23.6%	23.7%	21.4%	22.6%
<b>Online Travel Agency (OTA)</b>	13.9%	13.1%	18.8%	15.3%	15.3%

### Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	32.6%	34.5%	27.5%	32.5%	37.3%
1-2-3* Hotel	10.4%	9.4%	11.0%	9.5%	10.3%
Apartment	49.7%	49.8%	52.8%	49.6%	43.7%
Property (privately-owned, friends, family)	6.4%	4.3%	7.1%	6.5%	5.9%
Others	0.9%	2.1%	1.6%	1.8%	2.8%

### Who are they?



	2012	2013	2014	2015	2016
<b>Gender</b>					
Percentage of men	43.8%	45.4%	47.2%	49.6%	47.9%
Percentage of women	56.2%	54.6%	52.8%	50.4%	52.1%

	2012	2013	2014	2015	2016
<b>Age</b>					
Average age (tourists > 16 years old)	48.1	47.2	46.8	48.7	48.9
Standard deviation	12.2	12.8	13.3	13.3	13.4

	2012	2013	2014	2015	2016
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	2.3%	3.7%	3.0%	3.6%	3.4%
25-30 years old	7.3%	8.7%	9.2%	7.7%	7.6%
31-45 years old	30.5%	31.2%	35.1%	27.6%	28.5%
46-60 years old	43.2%	41.3%	36.8%	41.8%	40.3%
Over 60 years old	16.7%	15.0%	16.0%	19.2%	20.3%

	2012	2013	2014	2015	2016
<b>Occupation</b>					
Business owner or self-employed	18.6%	18.1%	20.9%	17.3%	19.8%
Upper/Middle management employee	49.8%	48.6%	47.1%	47.9%	46.4%
Auxiliary level employee	12.1%	14.2%	12.4%	12.2%	11.1%
Students	2.8%	2.9%	2.5%	3.7%	3.3%
Retired	14.3%	12.4%	14.4%	16.7%	16.7%
Unemployed / unpaid dom. work	2.4%	3.7%	2.7%	2.2%	2.5%

	2012	2013	2014	2015	2016
<b>Annual household income level</b>					
€12,000 - €24,000	13.1%	13.6%	15.4%	17.0%	13.6%
€24,001 - €36,000	18.6%	21.1%	19.9%	19.3%	18.2%
€36,001 - €48,000	19.0%	17.0%	16.4%	16.8%	18.3%
€48,001 - €60,000	18.3%	16.2%	16.1%	15.1%	17.6%
€60,001 - €72,000	9.9%	8.1%	9.9%	9.4%	10.3%
€72,001 - €84,000	7.1%	7.7%	6.3%	5.8%	6.0%
More than €84,000	14.0%	16.3%	16.0%	16.7%	16.0%

(\*) 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.

# Tourist profile trend (2016)

## La Palma



### Which island do they choose?



Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	1,740,273	1,820,148	1,911,659	2,033,971	2,328,674
- Fuerteventura	1,440,072	1,514,524	1,595,143	1,668,484	1,914,107
- Gran Canaria	2,747,552	2,876,750	3,001,310	3,104,724	3,654,806
- Tenerife	3,898,912	3,996,638	4,193,228	4,249,936	4,885,901
- La Palma	145,084	143,472	138,916	163,425	221,541

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	17.5%	17.6%	17.6%	18.1%	17.9%
- Fuerteventura	14.4%	14.6%	14.7%	14.9%	14.7%
- Gran Canaria	27.6%	27.8%	27.7%	27.7%	28.1%
- Tenerife	39.1%	38.6%	38.7%	37.9%	37.6%
- La Palma	1.5%	1.4%	1.3%	1.5%	1.7%

### Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	9.8%	10.2%	13.5%	10.9%	10.4%
Only with partner	60.8%	60.0%	58.4%	61.1%	61.1%
Only with children (under the age of 13)	0.5%	0.5%	0.6%	1.0%	1.1%
Partner + children (under the age of 13)	7.9%	7.1%	7.9%	5.9%	8.9%
Other relatives	3.6%	5.4%	2.9%	3.8%	3.8%
Friends	4.1%	5.2%	5.3%	5.1%	3.5%
Work colleagues	1.1%	0.8%	0.7%	0.3%	0.1%
Other combinations <sup>(1)</sup>	12.3%	10.8%	10.6%	11.8%	11.3%

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

### How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	96.1%	96.8%	96.7%	95.7%	98.3%
Average rating (scale 1-10)	9.04	8.95	9.12	9.07	9.23

### How many are loyal to the destination?

Repeat tourists of the island	2012	2013	2014	2015	2016
Repeat tourists	37.9%	40.4%	36.1%	37.6%	38.1%
In love (at least 10 previous visits)	5.1%	5.5%	6.1%	4.6%	5.0%

### Where are they from?



Ten main source markets	2012	2013	2014	2015	2016
Germany	54,846	45,214	50,795	55,310	81,455
Spanish Mainland	41,229	38,141	36,612	39,886	40,972
United Kingdom	17,147	12,937	17,519	23,924	30,387
Netherlands	13,418	13,879	12,615	14,013	20,718
Austria	3,598	3,831	5,487	10,265	16,435
France	1,913	3,500	4,238	4,766	9,500
Belgium	5,011	5,781	3,543	6,807	8,952
Czech Republic	588	462	1,339	1,152	4,391
Switzerland	1,958	905	1,752	1,734	1,528
Italy	584	2,009	1,443	1,892	1,300

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	80.9%	79.6%	82.3%	80.1%	82.0%
Scenery	62.8%	60.9%	59.6%	63.7%	61.3%
Tranquillity/rest/relaxation	39.6%	44.6%	41.4%	40.7%	40.3%
Active tourism	33.7%	30.3%	29.2%	36.0%	31.2%
Conocer nuevos lugares	15.8%	11.3%	12.5%	16.5%	16.6%
Visiting new places	13.1%	13.2%	13.7%	14.5%	14.7%
Quality of the environment	10.6%	9.7%	13.0%	7.0%	12.3%
Security	2.2%	3.8%	2.1%	2.6%	5.3%
Price	6.2%	3.8%	5.2%	6.6%	4.7%
Ease of travel	2.9%	2.8%	2.3%	3.3%	3.3%
Rural tourism	1.7%	2.5%	3.6%	2.7%	2.2%
Culture	1.1%	2.0%	1.9%	1.2%	2.1%
Nightlife/fun	0.0%	0.3%	0.1%	0.1%	1.4%
Suitable destination for children	3.0%	1.9%	1.4%	2.2%	1.3%
Nautical activities	0.8%	0.5%	1.8%	0.8%	0.8%
Security against natural catastrophes	0.1%	0.1%	0.1%	0.0%	0.4%

\* Multi-choice question

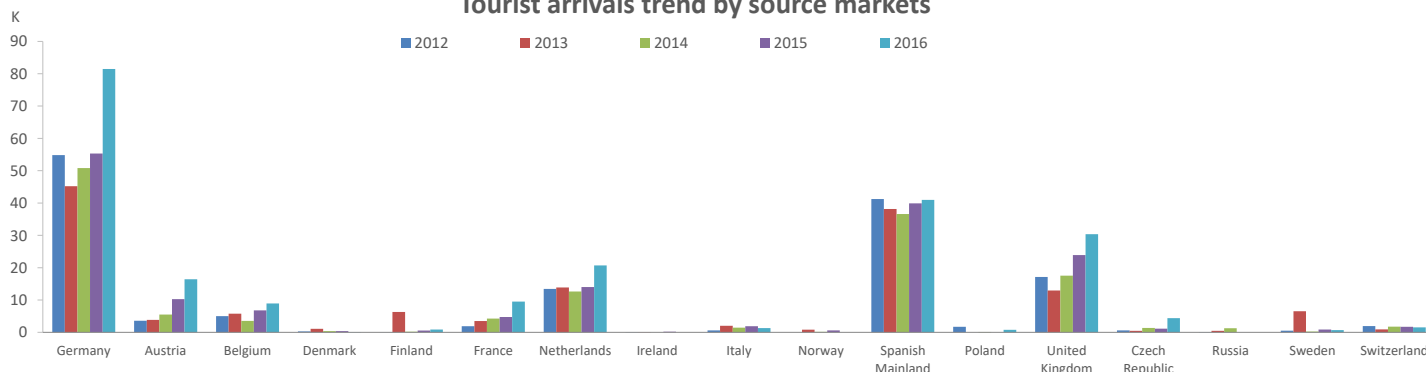
### What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	65.8%	65.2%	63.3%	66.5%	64.3%
Recommendation by friends or relatives	34.0%	33.0%	33.3%	33.5%	34.5%
The Canary Islands television channel	0.5%	0.2%	0.3%	0.3%	0.1%
Other television or radio channels	1.0%	0.6%	1.4%	3.9%	3.1%
Information in the press/magazines/books	9.4%	9.8%	7.8%	8.4%	7.0%
Attendance at a tourism fair	0.4%	0.9%	0.9%	0.4%	1.1%
Tour Operator's brochure or catalogue	7.3%	6.3%	6.2%	6.8%	4.1%
Recommendation by Travel Agency	8.0%	6.2%	7.2%	4.7%	5.9%
Information obtained via the Internet	28.3%	29.1%	22.1%	29.9%	26.3%
Senior Tourism programme	0.1%	0.3%	0.1%	0.0%	0.6%
Others	6.2%	8.0%	8.6%	6.9%	5.6%

\* Multi-choice question

### Tourist arrivals trend 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.