

Tourist profile trend (2017)

LA PALMA



How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	150,486	161,992	188,332	238,321	293,900
Tourist arrivals (> 16 years old)	143,472	138,916	163,425	221,541	277,952
Average daily expenditure (€)	123.55	117.27	117.19	122.55	128.94
. in their place of residence	86.24	81.53	82.52	86.97	90.56
. in the Canary Islands	37.31	35.74	34.67	35.58	38.39
Average length of stay	10.57	10.87	10.79	10.36	10.51
Turnover per tourist (€)	1,170	1,120	1,111	1,122	1,197
Total turnover (€m)	176	181	209	267	352
Tourist arrivals: year on year change	--	7.6%	16.3%	26.5%	23.3%
Turnover: year on year change	--	3.0%	15.3%	27.8%	31.6%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	19.0%	18.8%	16.1%	14.6%	13.4%
- Additional accommodation expenses	8.1%	6.9%	8.7%	11.5%	10.7%

Transport:

- Public transport	21.7%	17.9%	20.8%	17.0%	15.9%
- Taxi	16.8%	15.3%	15.4%	10.3%	12.2%
- Car rental	37.9%	33.9%	42.2%	42.2%	43.3%

Food and drink:

- Food purchases at supermarkets	76.7%	71.5%	69.4%	68.0%	67.2%
- Restaurants	78.3%	76.0%	74.4%	71.7%	74.1%

Souvenirs:	57.6%	56.5%	54.0%	52.4%	57.4%
-------------------	-------	-------	-------	-------	-------

Leisure:

- Organized excursions	17.6%	20.1%	19.3%	20.4%	23.2%
- Leisure, amusement	6.1%	2.9%	3.8%	3.8%	2.8%
- Trip to other islands	2.0%	1.6%	1.8%	1.7%	1.5%
- Sporting activities	4.7%	8.6%	5.3%	5.9%	4.0%
- Cultural activities	5.6%	6.2%	8.0%	6.8%	8.5%
- Discos and disco-pubs	2.7%	2.8%	1.9%	1.2%	4.1%

Others:

- Wellness	4.2%	3.1%	4.3%	3.6%	3.5%
- Medical expenses	5.6%	4.3%	5.6%	4.4%	7.5%
- Other expenses	16.0%	18.4%	17.4%	12.1%	21.0%



What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	12.8%	16.3%	14.4%	13.6%	14.1%
Flight and accommodation (room only)	38.5%	35.4%	36.7%	32.9%	33.2%
Flight and accommodation (B&B)	8.3%	11.8%	8.5%	13.5%	11.4%
Flight and accommodation (half board)	25.6%	19.6%	23.3%	23.5%	19.5%
Flight and accommodation (full board)	3.9%	2.8%	1.5%	1.5%	3.3%
Flight and accommodation (all inclusive)	10.9%	14.1%	15.6%	15.0%	18.5%
% Tourists using low-cost airlines	21.8%	31.0%	33.9%	39.4%	42.2%

Other expenses in their place of residence:

- Car rental	39.3%	44.7%	38.1%	36.0%	35.1%
- Sporting activities	3.3%	3.8%	4.7%	4.0%	5.0%
- Excursions	6.2%	10.5%	7.9%	7.9%	10.7%
- Trip to other islands	1.1%	2.4%	1.9%	2.0%	1.2%

How do they book?



Accommodation booking	2013	2014	2015	2016	2017
Tour Operator	39.1%	28.8%	34.3%	30.9%	33.8%
- Tour Operator's website	72.5%	78.9%	83.5%	79.9%	77.8%
Accommodation	16.1%	13.1%	17.0%	16.0%	14.6%
- Accommodation's website	79.4%	80.4%	84.6%	88.0%	82.6%
Travel agency (High street)	23.8%	23.6%	20.3%	22.9%	17.7%
Online Travel Agency (OTA)	16.9%	26.5%	21.3%	24.0%	26.5%
No need to book accommodation	4.2%	8.1%	7.2%	6.2%	7.5%

Flight booking	2013	2014	2015	2016	2017
Tour Operator	41.7%	30.0%	36.8%	33.3%	36.9%
- Tour Operator's website	70.5%	78.0%	79.6%	81.3%	71.6%
Airline	21.6%	27.5%	26.5%	28.8%	33.7%
- Airline's website	96.1%	97.3%	97.8%	96.3%	99.5%
Travel agency (High street)	23.6%	23.7%	21.4%	22.6%	15.5%
Online Travel Agency (OTA)	13.1%	18.8%	15.3%	15.3%	14.0%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	0.2%	0.4%	0.1%	0.3%	0.3%
Between 2 and 7 days	7.6%	6.8%	5.4%	5.2%	4.1%
Between 8 and 15 days	11.9%	10.7%	8.5%	7.0%	6.3%
Between 16 and 30 days	19.1%	22.4%	18.5%	12.6%	12.8%
Between 31 and 90 days	34.6%	33.2%	36.4%	40.8%	36.3%
More than 90 days	26.5%	26.6%	31.1%	34.0%	40.1%

Who are they?



Gender	2013	2014	2015	2016	2017
Men	45.4%	47.2%	49.6%	47.9%	53.7%
Women	54.6%	52.8%	50.4%	52.1%	46.3%

Age

Average age (tourists > 16 years old)	47.2	46.8	48.7	48.9	49.9
Standard deviation	12.8	13.3	13.3	13.4	13.8

Age range (> 16 years old)

16-24 years old	3.7%	3.0%	3.6%	3.4%	4.8%
25-30 years old	8.7%	9.2%	7.7%	7.6%	6.1%
31-45 years old	31.2%	35.1%	27.6%	28.5%	23.1%
46-60 years old	41.3%	36.8%	41.8%	40.3%	42.4%
Over 60 years old	15.0%	16.0%	19.2%	20.3%	23.6%

Occupation

Business owner or self-employed	18.1%	20.9%	17.3%	19.8%	22.8%
Upper/Middle management employee	48.6%	47.1%	47.9%	46.4%	43.3%
Auxiliary level employee	14.2%	12.4%	12.2%	11.1%	10.3%
Students	2.9%	2.5%	3.7%	3.3%	3.8%
Retired	12.4%	14.4%	16.7%	16.7%	18.5%
Unemployed / unpaid dom. work	3.7%	2.7%	2.2%	2.5%	1.3%

Annual household income level

€12,000 - €24,000	13.6%	15.4%	17.0%	13.6%	12.3%
€24,001 - €36,000	21.1%	19.9%	19.3%	18.2%	18.7%
€36,001 - €48,000	17.0%	16.4%	16.8%	18.3%	16.3%
€48,001 - €60,000	16.2%	16.1%	15.1%	17.6%	19.3%
€60,001 - €72,000	8.1%	9.9%	9.4%	10.3%	8.1%
€72,001 - €84,000	7.7%	6.3%	5.8%	6.0%	7.3%
More than €84,000	16.3%	16.0%	16.7%	16.0%	18.0%

Tourist profile trend (2017)

LA PALMA



Which island do they choose?



Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	1,820,148	1,911,659	2,033,971	2,328,674	2,488,213
- Fuerteventura	1,514,524	1,595,143	1,668,484	1,914,107	1,938,908
- Gran Canaria	2,876,750	3,001,310	3,104,724	3,654,806	3,900,824
- Tenerife	3,996,638	4,193,228	4,249,936	4,885,901	5,144,415
- La Palma	143,472	138,916	163,425	221,541	277,952

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	17.6%	17.6%	18.1%	17.9%	18.1%
- Fuerteventura	14.6%	14.7%	14.9%	14.7%	14.1%
- Gran Canaria	27.8%	27.7%	27.7%	28.1%	28.4%
- Tenerife	38.6%	38.7%	37.9%	37.6%	37.4%
- La Palma	1.4%	1.3%	1.5%	1.7%	2.0%

Where do they stay?



	2013	2014	2015	2016	2017
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	34.5%	27.5%	32.5%	37.3%	36.8%
1-2-3* Hotel	9.4%	11.0%	9.5%	10.3%	9.4%
Apartment	49.8%	52.8%	49.6%	43.7%	43.9%
Property (privately-owned, friends, family)	4.3%	7.1%	6.5%	5.9%	6.3%
Others	2.1%	1.6%	1.8%	2.8%	3.5%

Why do they choose the Canary Islands?



Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	79.6%	82.3%	80.1%	82.0%	81.7%
Scenery	60.9%	59.6%	63.7%	61.3%	57.6%
Tranquillity/rest/relaxation	44.6%	41.4%	40.7%	40.3%	41.7%
Active tourism	30.3%	29.2%	36.0%	31.2%	29.1%
Visiting new places	11.3%	12.5%	16.5%	16.6%	17.7%
Quality of the environment	13.2%	13.7%	14.5%	14.7%	16.1%
Beaches	9.7%	13.0%	7.0%	12.3%	8.7%
Price	3.8%	5.2%	6.6%	4.7%	7.0%
Security	3.8%	2.1%	2.6%	5.3%	6.5%
Ease of travel	2.8%	2.3%	3.3%	3.3%	3.3%
Suitable destination for children	1.9%	1.4%	2.2%	1.3%	2.2%
Rural tourism	2.5%	3.6%	2.7%	2.2%	2.1%
Culture	2.0%	1.9%	1.2%	2.1%	1.8%
Nautical activities	0.5%	1.8%	0.8%	0.8%	1.0%
Nightlife/fun	0.3%	0.1%	0.1%	1.4%	0.3%
Shopping	0.3%	0.4%	0.2%	0.3%	0.3%

* Multi-choice question

Who do they come with?



	2013	2014	2015	2016	2017
Unaccompanied	10.2%	13.5%	10.9%	10.4%	9.8%
Only with partner	60.0%	58.4%	61.1%	61.1%	60.5%
Only with children (under the age of 13)	0.5%	0.6%	1.0%	1.1%	0.6%
Partner + children (under the age of 13)	7.1%	7.9%	5.9%	8.9%	7.2%
Other relatives	5.4%	2.9%	3.8%	3.8%	4.9%
Friends	5.2%	5.3%	5.1%	3.5%	3.9%
Work colleagues	0.8%	0.7%	0.3%	0.1%	0.2%
Other combinations ⁽¹⁾	10.8%	10.6%	11.8%	11.3%	12.8%

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

How do they rate the Canary Islands?



	2013	2014	2015	2016	2017
Impression of their stay					
Good or very good (% tourists)	96.8%	96.7%	95.7%	98.3%	96.0%
Average rating (scale 1-10)	8.95	9.12	9.07	9.23	9.09

How many are loyal to the Canary Islands?



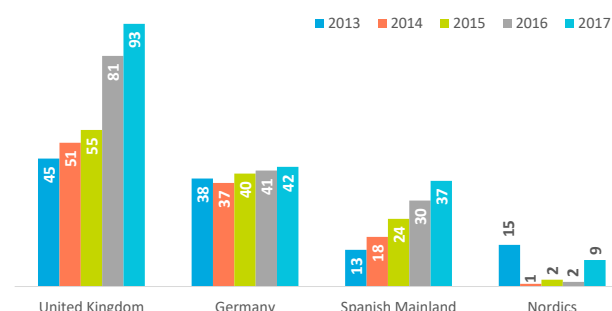
Repeat tourists (previous visits)	2013	2014	2015	2016	2017
At least 1 visit to the island	40.4%	36.1%	37.6%	38.1%	37.9%
At least 10 visits to the island	5.5%	6.1%	4.6%	5.0%	4.2%
At least 1 visit to the Canary Islands	81.5%	77.1%	82.2%	78.1%	82.9%
At least 10 visits to the Canary Islands	14.2%	15.2%	15.0%	15.5%	15.4%

Where are they from?



Tourists (> 16 years old)	2013	2014	2015	2016	2017
Germany	31.5%	36.6%	33.8%	36.8%	33.4%
Spanish Mainland	26.6%	26.4%	24.4%	18.5%	15.2%
United Kingdom	9.0%	12.6%	14.6%	13.7%	13.4%
Netherlands	9.7%	9.1%	8.6%	9.4%	8.8%
Poland	0.0%	0.1%	0.0%	0.4%	5.2%
France	2.4%	3.1%	2.9%	4.3%	5.0%
Austria	2.7%	3.9%	6.3%	7.4%	3.4%
Belgium	4.0%	2.6%	4.2%	4.0%	2.4%
Russia	0.3%	0.9%	0.0%	0.0%	2.2%
Others	13.7%	4.8%	5.2%	5.6%	11.0%

Main markets: tourist arrivals (thousands)



Tourists over 16 years old.

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.