

Tourist profile trend (2016)

La Palma: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	37,879	35,785	37,346	45,080	65,961
Average daily expenditure (€)	116.57	126.34	120.65	114.69	130.88
. in their place of residence	85.22	90.66	84.40	78.19	92.21
. in the Canary Islands	31.34	35.68	36.26	36.50	38.67
Average length of stay	9.90	9.64	9.85	10.18	9.49
Turnover per tourist (€)	1,071	1,124	1,091	1,072	1,103
Total turnover (> 16 years old) (€m)	40.6	40.2	40.7	48.3	72.8
Share of total turnover	25.0%	24.0%	26.2%	26.6%	29.3%
Share of total tourist	26.1%	24.9%	26.9%	27.6%	29.8%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	40.48	50.79	47.43	56.80	54.07
- Accommodation	33.12	48.51	38.31	50.97	45.65
- Additional accommodation expenses	7.36	2.28	9.12	5.84	8.42
Transport:	44.56	36.13	47.42	67.35	48.45
- Public transport	5.97	5.62	6.26	6.07	5.87
- Taxi	2.47	4.65	3.23	3.93	2.58
- Car rental	36.12	25.86	37.93	57.34	40.00
Food and drink:	152.94	170.98	152.14	175.72	162.15
- Food purchases at supermarkets	60.34	61.02	70.74	69.92	59.03
- Restaurants	92.60	109.96	81.40	105.80	103.12
Souvenirs:	39.20	29.81	34.31	34.66	34.60
Leisure:	13.73	21.61	25.43	19.66	25.54
- Organized excursions	9.13	13.10	16.01	9.29	14.42
- Leisure, amusement	0.42	1.22	1.62	0.73	0.66
- Trip to other islands	0.83	0.97	0.67	3.06	1.51
- Sporting activities	1.78	2.97	5.57	4.41	4.70
- Cultural activities	1.03	1.07	1.15	1.92	3.01
- Discos and disco-pubs	0.54	2.29	0.42	0.26	1.24
Others:	10.82	14.82	30.13	12.48	9.81
- Wellness	3.22	2.26	3.01	2.26	1.09
- Medical expenses	0.36	0.56	0.99	0.45	0.82
- Other expenses	7.24	12.01	26.13	9.77	7.90

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.6%	0.0%	0.0%	0.0%	0.1%
Between 2 and 7 days	7.9%	11.2%	6.9%	5.5%	3.4%
Between 8 and 15 days	7.1%	11.0%	9.7%	8.9%	6.3%
Between 16 and 30 days	20.5%	17.5%	21.2%	21.6%	10.5%
Between 31 and 90 days	37.2%	35.8%	36.2%	35.9%	43.9%
More than 90 days	26.6%	24.4%	26.1%	28.1%	35.8%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	13.2%	14.0%	13.6%	13.9%	14.9%
Flight and accommodation (room only)	37.0%	39.4%	35.9%	37.0%	33.6%
Flight and accommodation (B&B)	9.6%	8.7%	11.1%	5.7%	18.7%
Flight and accommodation (half board)	22.4%	24.4%	22.5%	23.5%	22.9%
Flight and accommodation (full board)	5.2%	1.8%	0.9%	1.4%	2.0%
Flight and accommodation (all inclusive)	12.7%	11.8%	16.0%	18.5%	8.0%
% Tourists using low-cost airlines	21.7%	18.5%	26.6%	40.1%	43.1%
Other expenses in their place of residence:					
- Car rental	40.6%	37.6%	41.7%	33.2%	34.2%
- Sporting activities	3.3%	3.6%	5.8%	5.8%	3.5%
- Excursions	5.0%	5.4%	9.1%	10.6%	7.0%
- Trip to other islands	0.8%	1.0%	1.4%	1.5%	3.5%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	38.0%	45.0%	32.7%	31.9%	28.5%
- Tour Operator's website	63.3%	82.7%	87.4%	83.6%	85.6%
Accommodation	14.7%	14.7%	10.4%	18.0%	17.6%
- Accommodation's website	87.6%	69.4%	82.9%	90.8%	89.0%
Travel agency (High street)	23.0%	23.1%	22.4%	18.7%	22.6%
Online Travel Agency (OTA)	18.2%	13.8%	27.6%	25.7%	25.3%
No need to book accommodation	6.1%	3.4%	6.8%	5.8%	5.9%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	39.9%	50.3%	34.5%	36.4%	34.0%
- Tour Operator's website	69.7%	74.9%	85.4%	84.4%	89.2%
Airline	23.4%	15.5%	27.8%	26.3%	29.5%
- Airline's website	96.1%	95.3%	97.1%	97.9%	92.9%
Travel agency (High street)	24.6%	21.4%	21.3%	21.4%	21.0%
Online Travel Agency (OTA)	12.1%	12.8%	16.3%	15.9%	15.5%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	28.0%	32.9%	30.7%	35.5%	34.8%
1-2-3* Hotel	14.0%	10.0%	11.2%	11.8%	8.5%
Apartment	51.3%	48.7%	50.5%	44.4%	48.5%
Property (privately-owned, friends, family)	6.3%	4.9%	6.2%	6.1%	5.9%
Others	0.3%	3.5%	1.3%	2.2%	2.3%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	41.8%	47.0%	45.4%	47.2%	54.9%
Percentage of women	58.2%	53.0%	54.6%	52.8%	45.1%

Age					
Average age (tourists > 16 years old)	48.6	47.5	47.6	48.5	48.9
Standard deviation	12.6	11.9	12.9	12.9	13.6

Age range (> 16 years old)					
16-24 years old	2.3%	1.8%	2.9%	3.9%	2.7%
25-30 years old	7.4%	7.6%	11.2%	5.8%	5.9%
31-45 years old	28.0%	31.6%	25.5%	30.5%	31.3%
46-60 years old	41.7%	46.5%	45.3%	43.0%	42.4%
Over 60 years old	20.6%	12.4%	15.1%	16.8%	17.6%

Occupation					
Business owner or self-employed	18.8%	19.8%	21.0%	15.9%	20.3%
Upper/Middle management employee	46.8%	51.4%	55.0%	48.3%	48.2%
Auxiliary level employee	13.3%	14.2%	6.7%	13.8%	9.8%
Students	2.9%	1.6%	1.4%	3.5%	5.5%
Retired	16.8%	10.2%	14.6%	14.5%	15.3%
Unemployed / unpaid dom. work	1.4%	2.8%	1.4%	4.0%	0.9%

Annual household income level					
€12,000 - €24,000	13.1%	11.0%	12.2%	17.1%	11.7%
€24,001 - €36,000	27.7%	20.6%	19.5%	18.0%	21.4%
€36,001 - €48,000	17.6%	19.8%	14.7%	20.1%	15.5%
€48,001 - €60,000	15.7%	21.7%	16.3%	17.0%	21.6%
€60,001 - €72,000	10.4%	6.6%	12.0%	6.8%	13.3%
€72,001 - €84,000	5.8%	3.4%	6.9%	5.4%	4.2%
More than €84,000	9.7%	16.9%	18.5%	15.6%	12.3%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	445,569	482,417	467,397	527,062	600,909
- Fuerteventura	371,091	407,337	398,938	437,284	495,222
- Gran Canaria	788,308	901,778	863,399	951,656	1,064,140
- Tenerife	1,026,851	1,123,476	1,092,650	1,144,231	1,280,669
- La Palma	37,879	35,785	37,346	45,080	65,961

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	16.7%	16.3%	16.3%	17.0%	17.1%
- Fuerteventura	13.9%	13.8%	14.0%	14.1%	14.1%
- Gran Canaria	29.5%	30.6%	30.2%	30.6%	30.3%
- Tenerife	38.5%	38.1%	38.2%	36.8%	36.5%
- La Palma	1.4%	1.2%	1.3%	1.5%	1.9%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	10.6%	12.3%	10.7%	12.3%	14.4%
Only with partner	67.1%	64.9%	63.1%	64.0%	60.3%
Only with children (under the age of 13)	0.1%	0.1%	0.3%	0.5%	0.2%
Partner + children (under the age of 13)	2.4%	6.2%	6.1%	3.8%	7.6%
Other relatives	4.1%	3.7%	4.1%	4.0%	4.0%
Friends	4.1%	5.2%	6.4%	3.5%	3.2%
Work colleagues	2.0%	0.6%	0.4%	0.2%	0.0%
Other combinations ⁽¹⁾	9.7%	7.0%	9.1%	11.7%	10.4%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	93.4%	94.6%	97.9%	93.8%	97.8%
Average rating (scale 1-10)	8.83	8.85	9.21	8.99	9.26

How many are loyal to the destination?

Repeat tourists of the island	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	38.4%	40.0%	37.2%	34.6%	40.9%
In love (at least 10 previous visits)	5.4%	4.3%	4.4%	4.3%	3.0%

Where are they from?



Ten main source markets	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Germany	14,868	14,795	16,136	15,803	24,528
United Kingdom	4,223	4,135	6,081	6,475	11,201
Austria	1,118	1,239	1,478	1,913	9,059
Spanish Mainland	7,874	5,738	6,113	10,852	7,358
Netherlands	3,552	3,227	3,595	3,792	5,523
Czech Republic	377	462	763	813	2,909
Belgium	1,600	1,418	1,012	2,168	2,145
France	393	573	670	1,171	1,701
Switzerland	583	151	523	81	642
Sweden	479	1,320	0	133	246

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	84.4%	87.6%	90.6%	81.9%	86.8%
Scenery	57.2%	56.7%	55.6%	60.9%	58.5%
Tranquillity/rest/relaxation	37.5%	53.1%	43.5%	39.3%	38.9%
Active tourism	37.7%	27.0%	36.0%	38.4%	30.9%
Visiting new places	16.7%	8.2%	9.7%	13.7%	17.4%
Beaches	9.7%	9.7%	11.2%	6.9%	16.9%
Quality of the environment	10.6%	13.4%	16.5%	13.2%	12.0%
Security	1.6%	2.2%	3.6%	2.3%	5.2%
Nightlife/fun	0.0%	0.0%	0.0%	0.0%	4.4%
Ease of travel	3.2%	2.2%	4.3%	3.1%	4.0%
Price	3.8%	5.2%	7.0%	6.8%	2.3%
Culture	0.6%	1.1%	1.9%	1.3%	2.3%
Rural tourism	2.1%	3.1%	3.2%	1.8%	1.3%
Shopping	0.2%	0.2%	0.0%	0.6%	0.7%
Nautical activities	0.6%	0.6%	1.3%	0.6%	0.6%
Security against natural catastrophes	0.2%	0.0%	0.0%	0.0%	0.6%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	59.8%	67.6%	68.5%	65.0%	64.2%
Recommendation by friends or relatives	34.2%	30.3%	29.0%	31.3%	34.2%
The Canary Islands television channel	0.9%	0.5%	0.1%	0.0%	0.2%
Other television or radio channels	1.2%	0.1%	1.7%	3.2%	2.1%
Information in the press/magazines/books	7.1%	7.6%	8.9%	8.3%	6.3%
Attendance at a tourism fair	0.0%	0.3%	0.7%	0.7%	0.5%
Tour Operator's brochure or catalogue	7.7%	6.1%	7.5%	6.5%	2.2%
Recommendation by Travel Agency	9.0%	6.5%	7.8%	4.2%	3.7%
Information obtained via the Internet	28.4%	34.1%	27.8%	29.8%	30.1%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	8.5%	5.2%	7.7%	7.2%	4.9%

* Multi-choice question

Share of tourists (> 16 years old) by quarter of trip



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.