

# Tourist profile trend (2016)

## La Palma: Second Quarter

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	27,363	25,365	29,530	36,959	46,894
Average daily expenditure (€)	117.05	116.40	121.45	120.52	111.07
. in their place of residence	84.92	80.69	83.51	86.20	75.72
. in the Canary Islands	32.13	35.71	37.93	34.33	35.35
Average length of stay	13.31	10.96	11.49	10.63	9.99
Turnover per tourist (€)	1,058	1,093	1,136	1,106	964
Total turnover (> 16 years old) (€m)	28.9	27.7	33.6	40.9	45.2
Share of total turnover	17.8%	16.5%	21.6%	22.5%	18.2%
Share of total tourist	18.9%	17.7%	21.3%	22.6%	21.2%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
<b>Accommodation (**):</b>	32.17	72.91	81.89	38.91	54.90
- Accommodation	21.71	61.29	79.57	36.36	47.47
- Additional accommodation expenses	10.46	11.61	2.32	2.54	7.43
<b>Transport:</b>	34.48	49.53	35.02	46.96	42.63
- Public transport	3.46	4.09	2.91	6.05	3.37
- Taxi	4.03	6.27	4.74	3.31	2.51
- Car rental	26.99	39.18	27.37	37.60	36.76
<b>Food and drink:</b>	227.79	156.19	201.14	167.91	152.72
- Food purchases at supermarkets	71.01	69.57	80.97	71.15	59.75
- Restaurants	156.78	86.63	120.17	96.76	92.97
<b>Souvenirs:</b>	35.98	39.93	35.01	28.62	32.97
<b>Leisure:</b>	31.61	20.68	19.50	26.99	28.69
- Organized excursions	9.85	10.59	6.81	13.82	19.01
- Leisure, amusement	1.06	1.13	0.26	3.26	1.47
- Trip to other islands	0.10	4.77	0.99	2.26	1.05
- Sporting activities	3.21	1.83	5.82	4.93	4.65
- Cultural activities	1.18	1.57	3.56	2.07	2.51
- Discos and disco-pubs	16.21	0.80	2.06	0.65	0.01
<b>Others:</b>	20.56	19.96	26.79	25.94	19.63
- Wellness	2.15	2.64	1.46	1.13	3.64
- Medical expenses	0.46	2.60	0.44	1.00	1.68
- Other expenses	17.94	14.72	24.89	23.82	14.31

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.1%	0.6%	1.6%	0.0%	0.3%
Between 2 and 7 days	7.5%	4.2%	5.6%	6.9%	9.1%
Between 8 and 15 days	5.7%	12.3%	6.9%	8.9%	7.5%
Between 16 and 30 days	9.8%	16.9%	29.2%	17.0%	13.9%
Between 31 and 90 days	40.9%	36.3%	32.8%	42.3%	42.5%
More than 90 days	36.0%	29.8%	24.0%	24.9%	26.8%

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	11.6%	11.8%	22.2%	13.2%	11.1%
Flight and accommodation (room only)	35.1%	32.4%	35.0%	37.0%	34.8%
Flight and accommodation (B&B)	5.7%	9.7%	12.3%	10.6%	9.5%
Flight and accommodation (half board)	29.9%	22.6%	19.7%	24.0%	23.5%
Flight and accommodation (full board)	2.3%	8.0%	2.6%	1.5%	2.9%
Flight and accommodation (all inclusive)	15.3%	15.5%	8.2%	13.8%	18.2%
<b>% Tourists using low-cost airlines</b>	13.6%	28.0%	33.9%	31.9%	40.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	41.8%	37.9%	50.2%	43.1%	34.1%
- Sporting activities	6.2%	2.3%	1.2%	4.2%	5.1%
- Excursions	7.1%	8.9%	14.5%	7.0%	6.3%
- Trip to other islands	0.1%	0.3%	1.2%	2.6%	0.9%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	39.6%	34.4%	19.2%	33.3%	35.2%
- Tour Operator's website	79.7%	59.9%	72.2%	83.8%	85.7%
<b>Accommodation</b>	16.8%	16.9%	10.3%	15.6%	14.2%
- Accommodation's website	58.0%	85.9%	82.4%	81.5%	81.4%
<b>Travel agency (High street)</b>	28.2%	28.0%	29.6%	23.1%	18.4%
<b>Online Travel Agency (OTA)</b>	10.5%	16.4%	31.8%	21.3%	27.9%
<b>No need to book accommodation</b>	4.9%	4.2%	9.1%	6.7%	4.3%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Flight booking</b>					
<b>Tour Operator</b>	45.8%	30.8%	21.9%	37.1%	34.0%
- Tour Operator's website	69.9%	59.4%	68.7%	79.0%	81.1%
<b>Airline</b>	18.1%	23.0%	31.0%	24.9%	28.1%
- Airline's website	96.1%	97.6%	92.7%	99.6%	96.5%
<b>Travel agency (High street)</b>	23.4%	32.7%	28.7%	22.6%	19.7%
<b>Online Travel Agency (OTA)</b>	12.7%	13.5%	18.4%	15.4%	18.3%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	32.5%	42.0%	19.4%	26.4%	39.0%
1-2-3* Hotel	11.9%	8.2%	10.3%	11.4%	9.1%
Apartment	50.6%	44.7%	59.1%	55.8%	44.5%
Property (privately-owned, friends, family)	4.4%	3.7%	9.6%	4.6%	3.9%
Others	0.6%	1.4%	1.7%	1.8%	3.4%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	43.5%	50.5%	41.8%	51.0%	44.7%
Percentage of women	56.5%	49.5%	58.2%	49.0%	55.3%
<b>Age</b>					
Average age (tourists > 16 years old)	47.2	47.6	46.9	48.6	50.4
Standard deviation	11.2	13.0	13.4	13.2	12.7
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	1.4%	1.0%	2.0%	2.7%	1.1%
25-30 years old	8.2%	9.3%	5.3%	8.9%	7.8%
31-45 years old	34.0%	38.9%	41.6%	26.7%	23.8%
46-60 years old	45.1%	32.3%	34.4%	42.5%	43.9%
Over 60 years old	11.2%	18.4%	16.7%	19.3%	23.4%
<b>Occupation</b>					
Business owner or self-employed	15.9%	17.9%	22.3%	16.6%	16.7%
Upper/Middle management employee	58.5%	47.9%	40.7%	49.6%	43.5%
Auxiliary level employee	10.5%	11.1%	16.6%	12.7%	13.7%
Students	2.7%	3.7%	2.3%	2.1%	0.9%
Retired	9.9%	15.6%	14.5%	16.1%	21.7%
Unemployed / unpaid dom. work	2.4%	3.9%	3.6%	2.9%	3.5%
<b>Annual household income level</b>					
€12,000 - €24,000	11.3%	14.6%	14.1%	18.0%	12.8%
€24,001 - €36,000	16.3%	18.0%	21.6%	22.9%	20.4%
€36,001 - €48,000	16.5%	16.0%	18.2%	14.4%	19.5%
€48,001 - €60,000	23.2%	22.3%	12.4%	16.5%	10.8%
€60,001 - €72,000	7.5%	7.5%	11.7%	8.4%	11.7%
€72,001 - €84,000	8.5%	5.8%	6.1%	5.9%	4.8%
More than €84,000	16.6%	15.8%	15.8%	13.9%	20.0%

(\*) 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: Second Quarter



### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	401,337	417,411	469,065	478,832	562,021
- Fuerteventura	310,869	328,775	391,383	388,881	461,607
- Gran Canaria	538,226	530,449	586,170	605,205	750,985
- Tenerife	855,260	880,137	952,834	938,517	1,159,088
- La Palma	27,363	25,365	29,530	36,959	46,894

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	18.8%	19.1%	19.3%	19.6%	18.9%
- Fuerteventura	14.6%	15.1%	16.1%	15.9%	15.5%
- Gran Canaria	25.2%	24.3%	24.1%	24.7%	25.2%
- Tenerife	40.1%	40.3%	39.2%	38.3%	38.9%
- La Palma	1.3%	1.2%	1.2%	1.5%	1.6%

### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	11.8%	14.6%	20.4%	10.2%	7.7%
Only with partner	49.9%	57.5%	59.4%	64.7%	66.6%
Only with children (under the age of 13)	0.9%	0.2%	0.0%	0.6%	1.0%
Partner + children (under the age of 13)	13.2%	8.4%	7.2%	4.4%	6.2%
Other relatives	3.4%	1.9%	2.4%	2.3%	2.2%
Friends	3.5%	2.7%	2.4%	8.1%	5.1%
Work colleagues	0.1%	1.4%	0.0%	0.5%	0.0%
Other combinations <sup>(1)</sup>	17.1%	13.4%	8.2%	9.2%	11.3%

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

### How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	97.9%	97.2%	96.4%	96.8%	98.1%
Average rating (scale 1-10)	9.29	9.01	9.09	9.13	9.20

### How many are loyal to the destination?

Repeat tourists of the island	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	39.4%	35.0%	33.7%	34.8%	33.7%
In love (at least 10 previous visits)	2.7%	7.2%	7.1%	2.5%	5.6%

### Where are they from?



Ten main source markets	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Germany	9,098	7,082	9,553	11,125	15,874
Spanish Mainland	9,162	9,664	10,235	10,380	11,428
United Kingdom	3,754	2,425	3,421	4,896	6,920
Netherlands	2,315	2,613	1,918	2,834	4,616
France	178	163	1,126	1,380	3,385
Belgium	980	1,052	276	1,855	1,619
Austria	784	1,488	1,950	3,393	1,538
Italy	94	79	589	150	347
Switzerland	228	267	128	211	230
Sweden	0	138	0	259	162

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	68.1%	74.5%	81.5%	79.4%	77.7%
Scenery	65.7%	65.3%	62.3%	59.5%	67.1%
Tranquillity/rest/relaxation	36.8%	41.4%	37.9%	40.2%	39.0%
Active tourism	33.6%	26.3%	29.9%	39.0%	32.0%
Visiting new places	14.1%	12.0%	12.3%	18.8%	19.9%
Quality of the environment	13.8%	17.1%	12.8%	16.1%	14.8%
Beaches	10.2%	9.1%	16.5%	5.7%	8.2%
Price	8.8%	1.5%	1.2%	6.3%	7.8%
Security	0.9%	1.5%	1.1%	2.6%	3.9%
Ease of travel	3.1%	3.6%	0.3%	2.8%	2.7%
Rural tourism	1.3%	4.8%	3.3%	3.8%	2.0%
Nautical activities	0.9%	0.1%	2.3%	0.8%	0.7%
Suitable destination for children	6.6%	4.9%	0.8%	1.7%	0.7%
Security against natural catastrophes	0.0%	0.1%	0.2%	0.2%	0.6%
Shopping	0.0%	0.3%	0.1%	0.2%	0.2%
Health-related tourism	0.3%	0.0%	0.3%	0.1%	0.2%

\* Multi-choice question

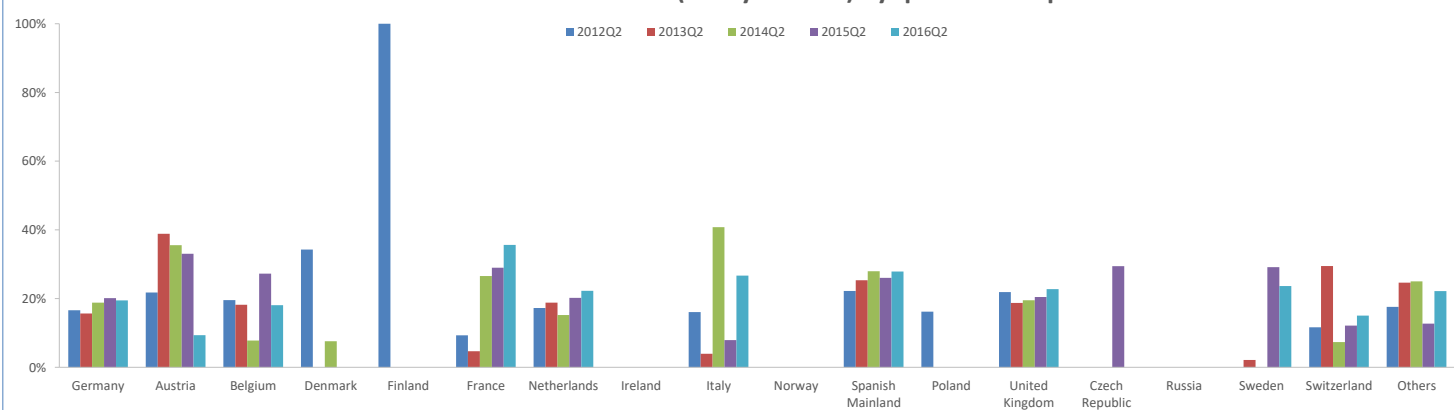
### What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	69.6%	62.8%	53.6%	63.9%	63.1%
Recommendation by friends or relatives	36.9%	30.4%	40.3%	38.7%	34.0%
The Canary Islands television channel	0.2%	0.4%	0.9%	0.5%	0.2%
Other television or radio channels	1.7%	0.7%	0.5%	3.9%	3.1%
Information in the press/magazines/books	7.7%	10.2%	8.9%	7.9%	7.5%
Attendance at a tourism fair	0.7%	3.5%	0.7%	0.1%	1.5%
Tour Operator's brochure or catalogue	8.6%	8.7%	3.1%	6.0%	4.7%
Recommendation by Travel Agency	6.1%	5.6%	9.0%	6.2%	5.4%
Information obtained via the Internet	27.9%	19.9%	16.5%	32.6%	28.6%
Senior Tourism programme	0.0%	0.8%	0.0%	0.0%	2.5%
Others	5.2%	13.0%	8.4%	9.3%	5.4%

\* 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.