

# Tourist profile trend (2017)

## La Palma: Second Quarter

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tourist arrivals (> 16 years old)	25,365	29,530	36,959	46,894	55,390
Average daily expenditure (€)	116.40	121.45	120.52	111.07	116.21
. in their place of residence	80.69	83.51	86.20	75.72	81.15
. in the Canary Islands	35.71	37.93	34.33	35.35	35.06
Average length of stay	10.96	11.49	10.63	9.99	10.28
Turnover per tourist (€)	1,093	1,136	1,106	964	1,034
Total turnover (> 16 years old) (€m)	27.7	33.6	40.9	45.2	57.3
Share of total turnover	16.5%	21.6%	22.5%	18.2%	--
Share of total tourist	17.7%	21.3%	22.6%	21.2%	--

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

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Accommodation (**):</b>	72.91	81.89	38.91	54.90	43.46
- Accommodation	61.29	79.57	36.36	47.47	37.53
- Additional accommodation expenses	11.61	2.32	2.54	7.43	5.92
<b>Transport:</b>	49.53	35.02	46.96	42.63	53.44
- Public transport	4.09	2.91	6.05	3.37	5.73
- Taxi	6.27	4.74	3.31	2.51	4.45
- Car rental	39.18	27.37	37.60	36.76	43.26
<b>Food and drink:</b>	156.19	201.14	167.91	152.72	169.72
- Food purchases at supermarkets	69.57	80.97	71.15	59.75	68.55
- Restaurants	86.63	120.17	96.76	92.97	101.17
<b>Souvenirs:</b>	39.93	35.01	28.62	32.97	32.52
<b>Leisure:</b>	20.68	19.50	26.99	28.69	18.85
- Organized excursions	10.59	6.81	13.82	19.01	12.47
- Leisure, amusement	1.13	0.26	3.26	1.47	0.69
- Trip to other islands	4.77	0.99	2.26	1.05	0.94
- Sporting activities	1.83	5.82	4.93	4.65	2.57
- Cultural activities	1.57	3.56	2.07	2.51	1.63
- Discos and disco-pubs	0.80	2.06	0.65	0.01	0.55
<b>Others:</b>	19.96	26.79	25.94	19.63	9.36
- Wellness	2.64	1.46	1.13	3.64	1.24
- Medical expenses	2.60	0.44	1.00	1.68	1.58
- Other expenses	14.72	24.89	23.82	14.31	6.55

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
The same day they leave	0.6%	1.6%	0.0%	0.3%	0.6%
Between 2 and 7 days	4.2%	5.6%	6.9%	9.1%	5.2%
Between 8 and 15 days	12.3%	6.9%	8.9%	7.5%	4.7%
Between 16 and 30 days	16.9%	29.2%	17.0%	13.9%	15.5%
Between 31 and 90 days	36.3%	32.8%	42.3%	42.5%	39.6%
More than 90 days	29.8%	24.0%	24.9%	26.8%	34.4%

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight only	11.8%	22.2%	13.2%	11.1%	11.5%
Flight and accommodation (room only)	32.4%	35.0%	37.0%	34.8%	35.5%
Flight and accommodation (B&B)	9.7%	12.3%	10.6%	9.5%	9.1%
Flight and accommodation (half board)	22.6%	19.7%	24.0%	23.5%	20.6%
Flight and accommodation (full board)	8.0%	2.6%	1.5%	2.9%	2.5%
Flight and accommodation (all inclusive)	15.5%	8.2%	13.8%	18.2%	20.7%
<b>% Tourists using low-cost airlines</b>	28.0%	33.9%	31.9%	40.9%	48.0%
<b>Other expenses in their place of residence:</b>					
- Car rental	37.9%	50.2%	43.1%	34.1%	32.1%
- Sporting activities	2.3%	1.2%	4.2%	5.1%	5.0%
- Excursions	8.9%	14.5%	7.0%	6.3%	9.7%
- Trip to other islands	0.3%	1.2%	2.6%	0.9%	0.7%

### How do they book?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	34.4%	19.2%	33.3%	35.2%	33.5%
- Tour Operator's website	59.9%	72.2%	83.8%	85.7%	92.3%
<b>Accommodation</b>	16.9%	10.3%	15.6%	14.2%	15.9%
- Accommodation's website	85.9%	82.4%	81.5%	81.4%	81.1%
<b>Travel agency (High street)</b>	28.0%	29.6%	23.1%	18.4%	17.7%
<b>Online Travel Agency (OTA)</b>	16.4%	31.8%	21.3%	27.9%	24.6%
<b>No need to book accommodation</b>	4.2%	9.1%	6.7%	4.3%	8.3%

### Flight booking

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Tour Operator</b>	30.8%	21.9%	37.1%	34.0%	34.0%
- Tour Operator's website	59.4%	68.7%	79.0%	81.1%	79.8%
<b>Airline</b>	23.0%	31.0%	24.9%	28.1%	31.9%
- Airline's website	97.6%	92.7%	99.6%	96.5%	100.0%
<b>Travel agency (High street)</b>	32.7%	28.7%	22.6%	19.7%	18.4%
<b>Online Travel Agency (OTA)</b>	13.5%	18.4%	15.4%	18.3%	15.7%

### Where do they stay?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	42.0%	19.4%	26.4%	39.0%	36.7%
1-2-3* Hotel	8.2%	10.3%	11.4%	9.1%	10.2%
Apartment	44.7%	59.1%	55.8%	44.5%	42.4%
Property (privately-owned, friends, family)	3.7%	9.6%	4.6%	3.9%	7.2%
Others	1.4%	1.7%	1.8%	3.4%	3.4%

### Who are they?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Gender</b>					
Percentage of men	50.5%	41.8%	51.0%	44.7%	52.5%
Percentage of women	49.5%	58.2%	49.0%	55.3%	47.5%
<b>Age</b>					
Average age (tourists > 16 years old)	47.6	46.9	48.6	50.4	51.1
Standard deviation	13.0	13.4	13.2	12.7	13.7
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	1.0%	2.0%	2.7%	1.1%	1.9%
25-30 years old	9.3%	5.3%	8.9%	7.8%	8.0%
31-45 years old	38.9%	41.6%	26.7%	23.8%	22.1%
46-60 years old	32.3%	34.4%	42.5%	43.9%	40.2%
Over 60 years old	18.4%	16.7%	19.3%	23.4%	27.7%
<b>Occupation</b>					
Business owner or self-employed	17.9%	22.3%	16.6%	16.7%	18.9%
Upper/Middle management employee	47.9%	40.7%	49.6%	43.5%	44.6%
Auxiliary level employee	11.1%	16.6%	12.7%	13.7%	11.6%
Students	3.7%	2.3%	2.1%	0.9%	1.7%
Retired	15.6%	14.5%	16.1%	21.7%	22.3%
Unemployed / unpaid dom. work	3.9%	3.6%	2.9%	3.5%	0.9%
<b>Annual household income level</b>					
€12,000 - €24,000	14.6%	14.1%	18.0%	12.8%	12.7%
€24,001 - €36,000	18.0%	21.6%	22.9%	20.4%	15.9%
€36,001 - €48,000	16.0%	18.2%	14.4%	19.5%	19.8%
€48,001 - €60,000	22.3%	12.4%	16.5%	10.8%	18.3%
€60,001 - €72,000	7.5%	11.7%	8.4%	11.7%	9.5%
€72,001 - €84,000	5.8%	6.1%	5.9%	4.8%	6.8%
More than €84,000	15.8%	15.8%	13.9%	20.0%	17.0%

(\*) 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 (2017)

## La Palma: Second Quarter



### Which island do they choose?



Tourists (> 16 years old)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	417,411	469,065	478,832	562,021	596,941
- Fuerteventura	328,775	391,383	388,881	461,607	465,702
- Gran Canaria	530,449	586,170	605,205	750,985	833,264
- Tenerife	880,137	952,834	938,517	1,159,088	1,223,753
- La Palma	25,365	29,530	36,959	46,894	55,390

Share (%)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	19.1%	19.3%	19.6%	18.9%	18.8%
- Fuerteventura	15.1%	16.1%	15.9%	15.5%	14.7%
- Gran Canaria	24.3%	24.1%	24.7%	25.2%	26.2%
- Tenerife	40.3%	39.2%	38.3%	38.9%	38.5%
- La Palma	1.2%	1.2%	1.5%	1.6%	1.7%

### Who do they come with?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Unaccompanied	14.6%	20.4%	10.2%	7.7%	12.0%
Only with partner	57.5%	59.4%	64.7%	66.6%	66.5%
Only with children (under the age of 13)	0.2%	0.0%	0.6%	1.0%	0.2%
Partner + children (under the age of 13)	8.4%	7.2%	4.4%	6.2%	4.0%
Other relatives	1.9%	2.4%	2.3%	2.2%	2.8%
Friends	2.7%	2.4%	8.1%	5.1%	4.3%
Work colleagues	1.4%	0.0%	0.5%	0.0%	0.0%
Other combinations <sup>(1)</sup>	13.4%	8.2%	9.2%	11.3%	10.3%

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

### How do they rate the destination?



Impression of their stay	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Good or very good (% tourists)	97.2%	96.4%	96.8%	98.1%	97.5%
Average rating (scale 1-10)	9.01	9.09	9.13	9.20	9.19

### How many are loyal to the destination?

Repeat tourists of the island	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Repeat tourists	35.0%	33.7%	34.8%	33.7%	35.2%
In love (at least 10 previous visits)	7.2%	7.1%	2.5%	5.6%	4.5%

### Where are they from?



Ten main source markets	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Germany	7,082	9,553	11,125	15,874	19,478
Spanish Mainland	9,664	10,235	10,380	11,428	10,597
United Kingdom	2,425	3,421	4,896	6,920	6,921
Netherlands	2,613	1,918	2,834	4,616	5,838
France	163	1,126	1,380	3,385	4,646
Austria	1,488	1,950	3,393	1,538	2,851
Belgium	1,052	276	1,855	1,619	1,832
Italy	79	589	150	347	878
Finland	0	0	0	0	538
Switzerland	267	128	211	230	304

### Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Climate/sun	74.5%	81.5%	79.4%	77.7%	77.6%
Scenery	65.3%	62.3%	59.5%	67.1%	60.1%
Tranquillity/rest/relaxation	41.4%	37.9%	40.2%	39.0%	41.0%
Active tourism	26.3%	29.9%	39.0%	32.0%	29.8%
Visiting new places	12.0%	12.3%	18.8%	19.9%	18.5%
Quality of the environment	17.1%	12.8%	16.1%	14.8%	15.9%
Beaches	9.1%	16.5%	5.7%	8.2%	10.8%
Price	1.5%	1.2%	6.3%	7.8%	8.2%
Security	1.5%	1.1%	2.6%	3.9%	5.5%
Ease of travel	3.6%	0.3%	2.8%	2.7%	3.7%
Rural tourism	4.8%	3.3%	3.8%	2.0%	2.9%
Culture	1.2%	0.0%	1.9%	0.0%	2.8%
Nautical activities	0.1%	2.3%	0.8%	0.7%	2.7%
Suitable destination for children	4.9%	0.8%	1.7%	0.7%	1.8%
Security against natural catastrophes	0.1%	0.2%	0.2%	0.6%	0.4%
Shopping	0.3%	0.1%	0.2%	0.2%	0.1%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Previous visits to the Canary Islands	62.8%	53.6%	63.9%	63.1%	59.6%
Recommendation by friends or relatives	30.4%	40.3%	38.7%	34.0%	32.0%
The Canary Islands television channel	0.4%	0.9%	0.5%	0.2%	0.2%
Other television or radio channels	0.7%	0.5%	3.9%	3.1%	5.1%
Information in the press/magazines/books	10.2%	8.9%	7.9%	7.5%	8.5%
Attendance at a tourism fair	3.5%	0.7%	0.1%	1.5%	0.4%
Tour Operator's brochure or catalogue	8.7%	3.1%	6.0%	4.7%	8.8%
Recommendation by Travel Agency	5.6%	9.0%	6.2%	5.4%	7.4%
Information obtained via the Internet	19.9%	16.5%	32.6%	28.6%	28.9%
Senior Tourism programme	0.8%	0.0%	0.0%	2.5%	0.0%
Others	13.0%	8.4%	9.3%	5.4%	5.8%

\* 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.