

Tourist profile by municipality

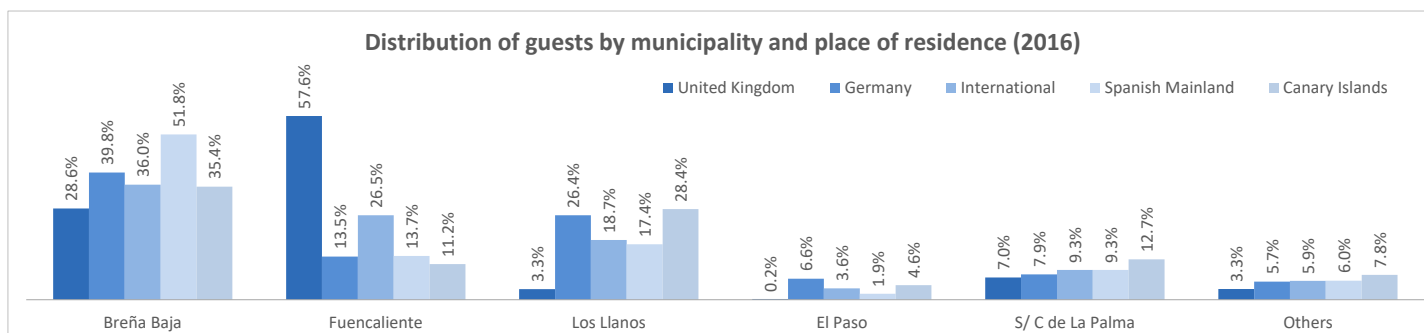
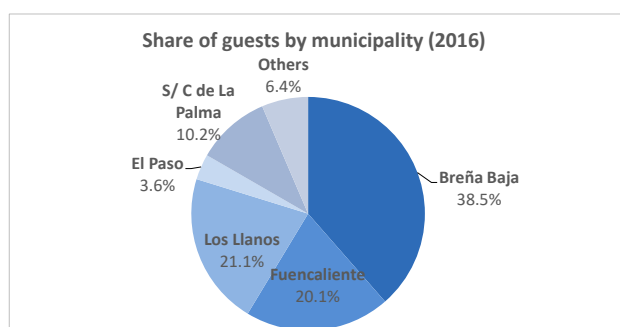
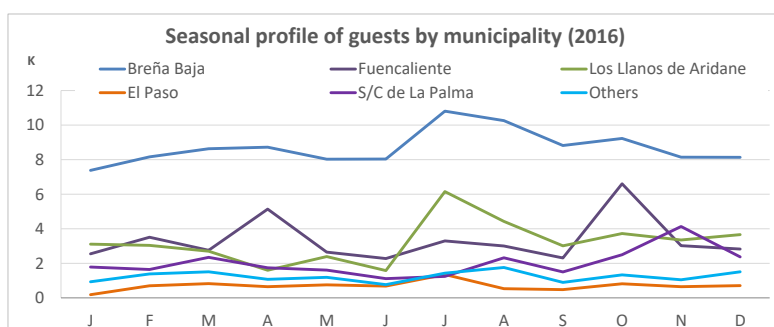
La Palma (2016)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay							Accommodation type	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
International	55,597	40,803	28,874	5,495	14,368	9,110	154,247	105,686	48,561
- United Kingdom	7,510	15,140	872	60	1,831	880	26,293	23,270	3,023
- Germany	25,376	8,608	16,851	4,208	5,061	3,611	63,715	34,831	28,884
Spanish Mainland	24,427	6,460	8,187	880	4,409	2,818	47,181	35,702	11,479
Canary Islands	26,894	8,480	21,559	3,474	9,621	5,903	75,931	42,282	33,649
Total	106,918	55,743	58,620	9,849	28,398	17,831	277,359	183,670	93,689

Place of residence:	Municipality of stay (%)							Accommodation type (%)	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
International	36.0%	26.5%	18.7%	3.6%	9.3%	5.9%	100%	68.5%	31.5%
- United Kingdom	28.6%	57.6%	3.3%	0.2%	7.0%	3.3%	100%	88.5%	11.5%
- Germany	39.8%	13.5%	26.4%	6.6%	7.9%	5.7%	100%	54.7%	45.3%
Spanish Mainland	51.8%	13.7%	17.4%	1.9%	9.3%	6.0%	100%	75.7%	24.3%
Canary Islands	35.4%	11.2%	28.4%	4.6%	12.7%	7.8%	100%	55.7%	44.3%
Total	38.5%	20.1%	21.1%	3.6%	10.2%	6.4%	100%	66.2%	33.8%



Other indicators

	Municipality of stay (%)							Accommodation type (%)	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Bednights									
International	468,446	340,204	312,922	54,482	45,962	48,751	1,270,767	766,820	503,947
- United Kingdom	59,045	141,108	5,953	139	5,421	3,221	214,887	193,873	21,014
- Germany	239,689	76,106	5,953	50,141	19,055	27,400	632,155	277,119	355,036
Spanish Mainland	124,720	43,280	52,861	2,494	15,123	10,488	248,966	182,664	66,302
Canary Islands	138,015	23,471	66,789	12,568	28,473	16,713	286,029	112,517	173,512
Total	731,181	406,955	432,572	69,544	89,558	75,952	1,805,762	1,062,001	743,761
Length of stay									
International	8.4	8.3	10.8	9.9	3.2	5.4	8.2	7.3	10.4
- United Kingdom	7.9	9.3	6.8	2.3	3.0	3.7	8.2	8.3	7.0
- Germany	9.5	8.8	13.0	11.9	3.8	7.6	9.9	8.0	12.3
Spanish Mainland	5.1	4.5	4.0	3.5	3.1	3.1	4.4	3.8	5.3
Canary Islands	5.1	2.8	3.1	3.6	3.0	2.8	3.8	2.7	5.2
Total	6.8	7.3	7.4	7.1	3.2	4.3	6.5	5.8	7.9
ADR (€)	39.0	31.6	43.8	47.0	43.1	40.1	39.0	39.8	37.3
RevPar (€)	31.6	25.1	27.8	26.6	31.5	19.9	28.4	29.6	26.0
Bed-space occupancy rate (%)	62.8	68.5	54.2	48.0	33.3	35.9	56.7	67.1	54.1
Occupancy rate per room/apartment (%)	81.2	79.3	63.5	56.6	73.2	49.8	72.9	74.5	70.2

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

La Palma (2016)



Profile of tourist visiting La Palma by municipality of stay

Where are they from?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Tourists (> 16 years old)				
United Kingdom	9,671	10,758	2,249	30,387
Germany	17,551	8,872	2,195	81,459
Spanish Mainland	18,264	4,939	4,272	40,974
Others	20,167	9,663	2,286	68,729
Share by place of residence (%)				
United Kingdom	21.5%	10.9%	2.7%	100%
Germany	21.5%	10.9%	2.7%	100%
Spanish Mainland	44.6%	12.1%	10.4%	100%
Others	29.3%	14.1%	3.3%	100%

How much do they spend?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Tourist arrivals (> 16 years old)	65,654	34,233	11,002	221,549
Average daily expenditure (€)	--	--	--	122.55
. in their place of residence	--	--	--	86.97
. in the Canary Islands	--	--	--	35.58
Average length of stay	8.6	9.3	9.0	10.36
Turnover per tourist (€)	--	--	--	1,122
Total turnover (> 16 years old) (€m)	--	--	--	249
Share of total turnover	--	--	--	100%
Share of total tourists	29.6%	15%	5%	100%

What is their main reason for coming?

Trip reasons	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Holidays	97.9%	98.8%	89.9%	95.9%
Professional or family reasons	2.1%	0.9%	10.1%	3.9%
Other reason	0.0%	0.3%	0.0%	0.2%

What did motivate them to come?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Previous visits to the Canary Islands	64.7%	64.5%	60.5%	64.1%
Recommendation by friends or relatives	30.1%	27.3%	30.1%	34.4%
Tour Operator's brochure or catalogue	4.7%	10.7%	1.6%	4.0%
Recommendation by Travel Agent	6.7%	6.6%	2.0%	5.9%
Internet	30.9%	31.1%	25.8%	26.2%
Others	16.0%	15.4%	16.5%	17.5%

* Multi-choise question

Why do they choose La Palma?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Climate/sun	78.3%	90.0%	67.2%	82.0%
Scenery	65.0%	50.1%	60.4%	61.3%
Tranquillity/rest/relaxation	34.1%	39.8%	30.5%	40.3%
Culture	32.8%	28.2%	44.6%	35.8%
Quality of the environment	17.7%	11.8%	18.4%	14.7%
Visiting new places	28.4%	22.6%	14.7%	16.6%
Beaches	11.0%	9.6%	14.4%	12.3%
Price	3.6%	9.3%	4.6%	4.7%
Ease of travel	1.9%	6.6%	1.0%	3.3%
Security	8.3%	8.3%	5.0%	5.7%
Sports	2.6%	2.0%	5.2%	2.1%
Suitable destination for children	0.8%	4.9%	0.9%	1.3%
Others	4.0%	4.7%	8.2%	7.2%

* Multi-choise question

How do they book?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Flight booking				
Tour Operator	38.1%	52.2%	22.1%	33.3%
Airline	21.5%	18.4%	54.4%	28.8%
Travel agency (High street)	29.4%	19.5%	9.5%	22.6%
Online Travel Agency (OTA)	11.0%	9.8%	14.0%	15.3%
Accommodation booking				
Tour Operator	40.0%	51.1%	17.0%	32.9%
Accommodation	10.2%	13.9%	25.8%	17.0%
Travel agency (High street)	32.1%	23.2%	8.4%	24.5%
Online Travel Agency (OTA)	17.8%	11.8%	48.8%	25.5%

What do they book at their place of residence?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Flight only	3.7%	4.0%	38.8%	13.5%
Flight & accommodation (room only)	19.5%	10.7%	35.9%	32.8%
Flight & accommodation (B&B)	24.9%	4.9%	13.1%	13.4%
Flight & accommodation (half board)	43.7%	18.4%	2.9%	23.4%
Flight & accommodation (full board)	0.7%	2.3%	1.4%	1.5%
Flight & accommodation (all inclusive)	7.4%	59.2%	7.8%	15.0%
% Tourists using low-cost airlines				
	37.0%	36.8%	54.2%	39.4%
Other expenses in their place of residence (*):				
- Excursions	7.9%	7.4%	5.3%	7.7%
- Car rental	20.8%	31.4%	18.4%	35.2%
- Other expenses	6.2%	16.0%	5.1%	8.4%

* Multi-choise question

Where do they stay?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Type of accommodation				
All markets				
- Hotel	55.0%	87.9%	34.4%	47.7%
- Apartment	43.5%	11.2%	38.8%	43.7%
- Other type of accommodation	1.5%	0.9%	26.9%	8.7%
German market				
- Hotel	43.4%	75.5%	19.6%	35.1%
- Apartment	55.7%	21.8%	51.4%	54.6%
- Other type of accommodation	0.9%	2.7%	29.0%	10.3%
Spanish Mainland market				
- Hotel	54.7%	95.0%	53.9%	57.3%
- Apartment	41.4%	3.7%	19.8%	31.9%
- Other type of accommodation	3.9%	1.2%	26.3%	10.8%
British market				
- Hotel	76.9%	93.3%	0.0%	70.6%
- Apartment	23.1%	6.7%	64.8%	21.6%
- Other type of accommodation	0.0%	0.0%	35.2%	7.8%
Other markets				
- Hotel	54.9%	89.5%	45.8%	46.7%
- Apartment	44.5%	10.6%	36.5%	47.5%
- Other type of accommodation	0.6%	0.0%	17.7%	5.9%
Length of stay by type of accommodation				
All markets				
Hotel	8.3	8.9	7.7	9.0
Apartment	9.0	11.4	8.3	11.1
Others	9.6	21.8	11.9	14.3

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La Palma (2016)



How many islands did they visit in this trip?

Number of islands	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
One island	92.1%	90.6%	63.4%	87.8%
Two islands	5.8%	6.7%	29.1%	8.4%
Three or more islands	2.1%	2.7%	7.6%	3.8%

Who are they?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Gender				
Percentage of men	50.5%	48.0%	48.6%	49.6%
Percentage of women	49.5%	52.0%	51.4%	50.4%
Age range				
16-44 years old	32.5%	44.4%	48.3%	36.5%
Over 44 years old	67.5%	55.6%	51.7%	63.5%
Occupation				
Active	80.5%	82.5%	71.7%	77.4%
Inactive	19.5%	17.5%	28.3%	22.6%
Annual household income level				
€12,000 - €48,000	55.5%	38.7%	47.3%	50.1%
More than €48,000	44.5%	61.3%	52.7%	49.9%

Who do they come with?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Partner	79.9%	82.9%	47.0%	77.3%
Children	17.5%	21.9%	22.3%	17.4%
Other relatives	9.6%	4.9%	14.3%	6.2%
Others	5.2%	4.9%	7.3%	5.4%
With children (< 13 year old)	11.4%	18.4%	6.4%	11.6%

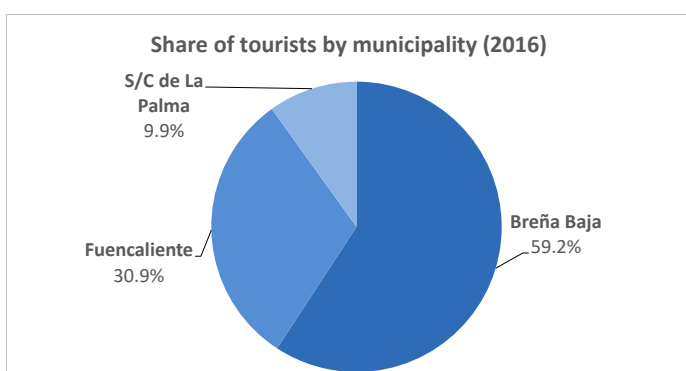
* Multi-choice question

How do they rate the destination?

Impression of their stay	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Good or very good (% tourists)	98.4%	96.0%	98.8%	98.3%

How do they rate the following features and services?

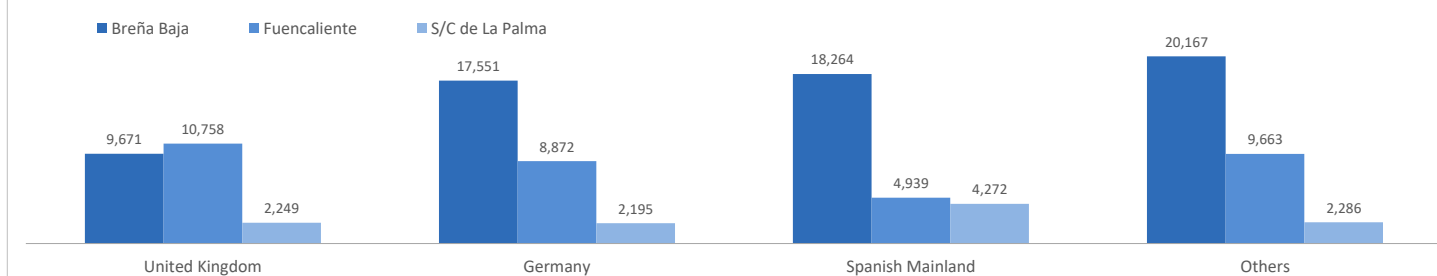
(Scale 1 - 10)	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Accommodation	8.0	8.4	8.0	8.1
Quality of accommodation	8.4	8.5	8.3	8.3
Treatment at accommodation	7.9	8.6	7.8	8.1
Quality of the food	7.8	8.0	7.6	7.9
Environmental	8.6	8.8	8.5	8.6
Climate	9.3	9.2	9.2	9.3
Bathing areas	9.0	9.2	8.5	9.0
Tranquility	9.0	8.9	8.9	8.8
Cleanliness	8.1	8.7	8.3	8.4
Quality of the environment	8.6	8.8	8.3	8.4
Scenery	7.6	8.0	7.6	7.6
Restaurants	8.2	8.4	7.9	8.1
Quality of restaurants	8.5	8.5	8.1	8.2
Treatment from restaurant staff	8.4	8.5	8.0	8.3
Prices	7.9	8.3	7.6	7.9
Local food and drink	8.0	8.1	7.8	7.9
Leisure activities	7.2	7.8	7.4	7.5
Cultural activities	8.0	8.5	7.9	8.3
Sporting activities	8.3	8.2	7.7	8.1
Health-related activities, wellness	7.5	7.7	7.5	7.4
Organized excursions	6.5	7.9	7.2	7.4
Recreational facilities for children	6.2	7.8	7.1	7.0
Theme parks	6.3	7.1	7.0	6.9
Golf	5.4	6.9	7.4	6.3
Nightlife, fun	5.2	7.0	6.1	5.7
Services and infrastructures	8.2	8.3	8.2	8.2
Bus services	9.0	9.0	8.8	8.9
Hospitality	8.8	8.9	8.8	8.8
Security	8.6	8.7	8.1	8.5
Taxi services	8.1	8.6	8.1	8.2
State of roads	7.7	8.2	8.3	7.8
Car rental	7.9	7.3	7.3	7.6
Quality and variety of shops	7.4	7.3	7.6	7.5
Total	8.22	8.42	8.10	8.22



How many are loyal to the destination?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Repeat tourists	79.1%	79.0%	74.2%	78.1%
- Germany	83.5%	83.0%	84.0%	86.0%
- Spanish Mainland	92.0%	88.8%	82.9%	88.3%
- United Kingdom	60.5%	87.9%	91.5%	78.4%
- Others	72.2%	59.3%	31.4%	62.7%
Repeater (more than 3 visits)	45.7%	36.0%	21.5%	39.8%
- Germany	39.7%	25.7%	32.9%	42.9%
- Spanish Mainland	48.8%	50.6%	24.9%	41.1%
- United Kingdom	33.3%	54.4%	12.4%	38.9%
- Others	54.0%	15.5%	13.0%	35.6%

Tourist arrivals by municipality (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC).