

Tourist profile by municipality

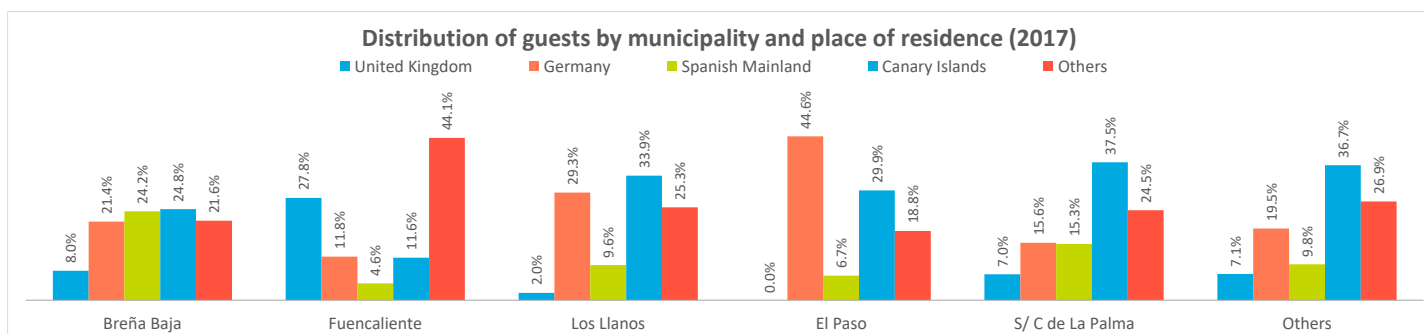
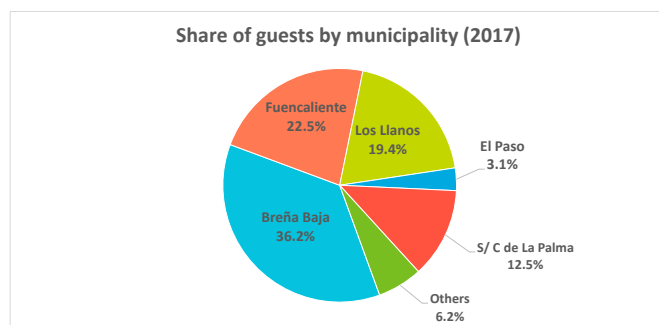
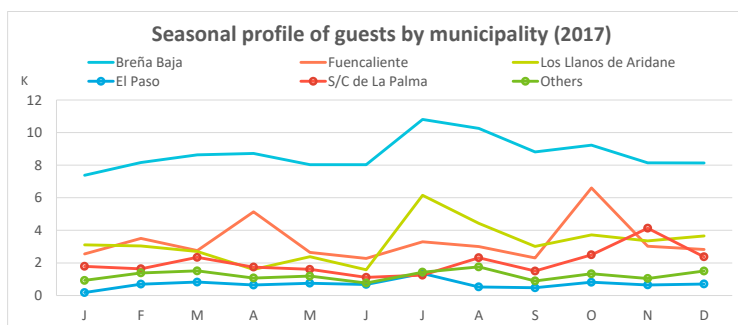
La Palma (2017)



GUESTS IN ACCOMMODATION

	Municipality of stay							Accommodation type	
Place of residence:	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
International	56,807	58,067	33,770	6,092	18,116	10,225	183,077	132,450	50,627
- United Kingdom	8,929	19,284	1,195	0	2,706	1,365	33,479	28,509	4,970
- Germany	23,804	8,204	17,477	4,282	6,003	3,729	63,499	35,189	28,310
Spanish Mainland	26,951	3,187	5,705	642	5,894	1,868	44,247	34,007	10,240
Canary Islands	27,605	8,014	20,232	2,869	14,406	7,016	80,142	48,179	31,963
Total	111,363	69,268	59,707	9,603	38,416	19,109	307,466	214,636	92,830

	Municipality of stay (%)							Accommodation type (%)	
Lugar de residencia:	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Extranjero	51.0%	83.8%	56.6%	63.4%	47.2%	53.5%	59.5%	61.7%	54.5%
- Reino Unido	8.0%	27.8%	2.0%	0.0%	7.0%	7.1%	10.9%	13.3%	5.4%
- Alemania	21.4%	11.8%	29.3%	44.6%	15.6%	19.5%	20.7%	16.4%	30.5%
Península	24.2%	4.6%	9.6%	6.7%	15.3%	9.8%	14.4%	15.8%	11.0%
Canarias	24.8%	11.6%	33.9%	29.9%	37.5%	36.7%	26.1%	22.4%	34.4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay (%)							Accommodation type (%)	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotelero	Extrahotelero
Bednights									
International	493,609	413,328	339,110	57,479	54,387	56,228	1,414,141	903,438	510,703
- United Kingdom	68,113	137,320	8,067	0	8,883	5,193	227,576	195,981	31,595
- Germany	233,574	64,598	8,067	52,022	20,107	26,949	632,128	289,156	342,972
Spanish Mainland	128,608	18,109	28,220	2,128	21,460	7,424	205,949	152,053	53,896
Canary Islands	182,304	59,901	56,592	9,913	38,488	22,613	369,811	182,384	187,427
Total	804,521	491,338	423,922	69,520	114,335	86,265	1,989,901	1,237,875	752,026
Length of stay									
International	8.7	7.1	10.0	9.4	3.0	5.5	7.7	6.8	10.1
- United Kingdom	7.6	7.1	6.8		3.3	3.8	6.8	6.9	6.4
- Germany	9.8	7.9	13.4	12.2	3.4	7.2	10.0	8.2	12.1
Spanish Mainland	5.7	7.0	3.3	3.4	3.0	3.4	4.6	4.1	5.7
Canary Islands	6.6	7.5	2.8	3.5	2.7	3.2	4.6	3.8	5.9
Total	7.2	7.1	7.1	7.2	3.0	4.5	6.5	5.8	8.1
ADR (€)	42.9	41.0	49.4	48.3	41.8	41.4	43.9	46.5	39.0
RevPar (€)	34.5	36.4	31.6	37.8	33.8	21.7	33.5	36.2	28.5
Bed-space occupancy rate (%)	73.6	97.9	57.3	50.5	49.4	46.7	68.9	75.6	60.1
Occupancy rate per room/apartment	80.5	88.8	63.8	56.9	81.0	52.3	75.4	78.0	70.8

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 (2017)



Profile of tourist visiting La Palma by municipality of stay

How many are they and how much do they spend?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Tourist arrivals (> 16 years old)	88,642	48,307	11,754	277,952
Average daily expenditure (€)	--	--	--	128.94
. in their place of residence	--	--	--	90.56
. in the Canary Islands	--	--	--	38.39
Average lenght of stay	8.81	8.37	10.91	10.51
Turnover per tourist (€)	--	--	--	1,197
Total turnover (> 16 years old)	--	--	--	108,421
Share of total turnover	--	--	--	100%
Share of total tourists	--	--	--	100%

Where are they from?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
<u>Tourists (> 16 years old)</u>				
United Kingdom	9,179	16,902	2,366	37,342
Germany	18,965	6,619	1,789	92,813
Spanish Mainland	22,638	2,655	4,554	42,284
Others	37,860	22,130	3,045	105,513
<u>Share by place of residence (%)</u>				
United Kingdom	20.4%	7.1%	1.9%	100%
Germany	20.4%	7.1%	1.9%	100%
Spanish Mainland	53.5%	6.3%	10.8%	100%
Others	35.9%	21.0%	2.9%	100%

How do they book?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
<u>Flight booking</u>				
Tour Operator	34.5%	66.0%	12.2%	36.9%
Airline	31.5%	9.0%	72.5%	33.7%
Travel agency (High street)	24.4%	13.9%	4.3%	15.5%
Online Travel Agency (OTA)	9.6%	11.2%	11.0%	14.0%
<u>Accommodation booking</u>				
Tour Operator	34.9%	64.0%	11.0%	36.5%
Accommodation	9.0%	4.5%	26.4%	15.8%
Travel agency (High street)	27.2%	16.1%	2.9%	19.1%
Online Travel Agency (OTA)	28.9%	15.4%	59.7%	28.6%

What do they book at their place of residence?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Flight only	5.2%	2.1%	40.1%	14.1%
Flight & accommodation (room only)	26.8%	5.7%	31.1%	33.1%
Flight & accommodation (B&B)	23.5%	0.0%	21.0%	11.3%
Flight & accommodation (half board)	35.6%	6.2%	4.7%	19.4%
Flight & accommodation (full board)	1.9%	9.3%	1.3%	3.3%
Flight & accommodation (all inclusive)	6.7%	76.1%	1.8%	18.4%
<u>% Tourists using low-cost airlines</u>	45.0%	43.7%	64.5%	42.2%
<u>Other expenses in their place of residence:</u>				
- Excursions	9.0%	6.6%	13.7%	10.5%
- Car rental	28.3%	16.5%	29.2%	34.6%
- Other expenses	9.2%	10.7%	15.2%	9.1%

What is their main reason for coming?



Trip reasons	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Holidays	96.7%	99.6%	70.4%	94.8%
Professional or family reasons	2.9%	0.3%	26.0%	4.6%
Other reason	0.5%	0.1%	3.6%	0.7%

Who are they?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
<u>Gender</u>				
Percentage of men	56.4%	44.6%	56.5%	53.7%
Percentage of women	43.6%	55.4%	43.5%	46.3%
<u>Age range</u>				
16-44 years old	27.7%	44.0%	64.5%	32.0%
Over 44 yeras old	72.3%	56.0%	35.5%	68.0%
<u>Occupation</u>				
Active	80.7%	71.4%	73.6%	76.4%
Inactive	19.3%	28.6%	26.4%	23.6%
<u>Annual household income level</u>				
€12,000 - €48,000	53.4%	39.8%	63.2%	47.2%
More than €48,000	46.6%	60.2%	36.8%	52.8%

Who do they come with?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Partner	81.7%	77.5%	59.3%	76.9%
Children	15.0%	24.6%	4.6%	15.0%
Other relatives	5.6%	14.1%	3.8%	7.8%
Others	7.4%	5.9%	9.6%	7.2%
With children (< 13 year old)	8.7%	17.1%	4.2%	9.4%

* Multi-choise question

Where do they stay?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
<u>Type of accommodation</u>				
All markets	100%	100%	100%	100%
- Hotel	45.3%	92.4%	35.6%	46.3%
- Apartment	52.4%	6.6%	28.9%	43.9%
- Other type of accommodation	2.4%	1.0%	35.5%	9.8%
German market	100%	100%	100%	100%
- Hotel	41.0%	80.1%	34.7%	31.0%
- Apartment	57.2%	18.2%	15.6%	54.8%
- Other type of accommodation	1.8%	1.7%	49.7%	14.2%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	61.1%	79.3%	35.0%	50.9%
- Apartment	35.4%	12.1%	21.7%	33.2%
- Other type of accommodation	3.6%	8.7%	43.3%	15.9%
British market	100%	100%	100%	100%
- Hotel	62.7%	96.4%	47.1%	70.7%
- Apartment	33.8%	3.6%	14.7%	21.8%
- Other type of accommodation	3.5%	0.0%	38.2%	7.5%
Other markets	100%	100%	100%	100%
- Hotel	33.7%	94.6%	27.9%	49.3%
- Apartment	64.6%	4.7%	58.6%	46.5%
- Other type of accommodation	1.7%	0.7%	13.5%	4.2%
<u>Lenght of stay by type of accommodation</u>				
All markets				
- Hotel	8.0	8.3	8.2	8.9
- Apartment	9.0	9.5	12.1	11.1
- Other type of accommodation	20.3	9.1	12.7	15.6

How many islands did they visit in this trip?



Number of islands	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
One island	85.6%	97.5%	73.4%	87.8%
Two islands	12.8%	2.0%	17.5%	10.1%
Three or more islands	1.6%	0.5%	9.1%	2.1%

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La Palma (2017)



What did motivate them to come?



How do they rate the following features and services?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Previous visits to the Canary Islands	68.1%	63.0%	63.2%	67.3%
Recommendation by friends/relatives	26.6%	21.7%	21.4%	27.7%
Tour Operator's brochure or call	7.3%	15.6%	0.0%	7.7%
Recommendation by Travel Age	9.1%	8.2%	0.0%	6.1%
Internet	28.6%	45.6%	28.7%	29.8%
Others	21.5%	11.5%	29.7%	17.9%

* Multi-choice question

(Scale 1 - 10)	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Accommodation	7.9	8.3	8.2	8.0
Quality of accommodation	8.4	8.3	8.7	8.2
Treatment at accommodation	7.8	8.6	8.1	8.1
Quality of the food	7.6	7.9	7.6	7.8
Environmental	8.5	8.7	8.5	8.5
Climate	9.3	9.1	9.3	9.2
Bathing areas	8.9	8.8	8.5	8.7
Tranquility	8.8	8.6	8.7	8.6
Cleanliness	8.3	8.7	8.6	8.6
Quality of the environment	8.3	8.5	8.1	8.3
Scenery	7.6	8.3	7.5	7.6
Restaurants	8.0	8.0	8.2	7.9
Quality of restaurants	8.3	8.5	8.5	8.2
Treatment from restaurant staff	8.3	8.7	8.4	8.3
Prices	7.8	7.7	7.8	7.7
Local food and drink	7.7	7.4	8.2	7.5
Leisure activities	7.2	7.3	7.0	7.2
Cultural activities	8.3	7.4	8.5	8.1
Sporting activities	8.3	8.3	6.2	8.1
Health-related activities, wellness	7.4	7.5	8.1	7.3
Organized excursions	6.5	7.7	6.0	7.1
Recreational facilities for children	6.7	7.5	6.3	6.9
Theme parks	6.3	5.5	5.5	6.0
Golf	5.3	6.1	6.4	6.0
Nightlife, fun	4.9	5.7	4.7	4.9
Services and infrastructures	8.1	8.0	8.2	8.0
Bus services	8.9	8.7	9.1	8.6
Hospitality	8.9	8.9	9.0	8.7
Security	8.4	8.5	8.4	8.5
Taxi services	8.0	8.7	8.3	8.1
State of roads	7.5	7.7	7.7	7.6
Car rental	7.6	6.9	7.4	7.5
Quality and variety of shops	7.2	6.7	7.7	7.0
Total	8.1	8.2	8.2	8.1

Why do they choose La Palma?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Clima/Sol	75.4%	90.9%	69.2%	81.7%
Paisajes	62.4%	42.0%	40.9%	57.6%
Tranquilidad/ Descanso/ Relax	32.3%	57.1%	32.1%	41.7%
Oferta cultural	39.6%	15.6%	44.4%	33.3%
Conocer nuevos lugares	25.2%	21.9%	11.3%	17.7%
Calidad entorno ambiental	17.0%	7.7%	13.8%	16.1%
Playas	8.7%	3.8%	22.1%	8.7%
Seguridad	6.9%	10.1%	0.9%	6.7%
Precio	5.5%	18.1%	5.8%	7.0%
Facilidades de traslado	2.3%	3.9%	4.6%	3.3%
Deportes	1.7%	9.2%	1.7%	2.8%
Un lugar adecuado para niños	1.7%	6.8%	0.0%	2.2%
Otros	4.6%	3.9%	21.0%	7.0%

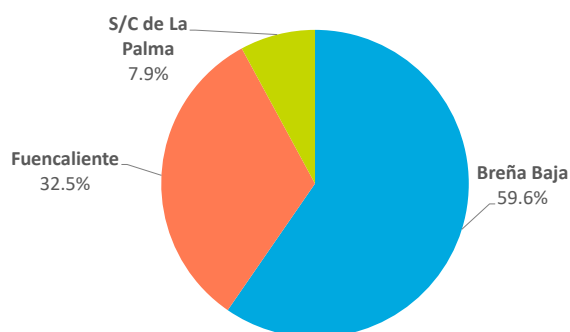
(*) Pregunta multirrespuesta

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)	97.3%	95.3%	97.0%	96.0%

Share of tourists by municipality (2017)



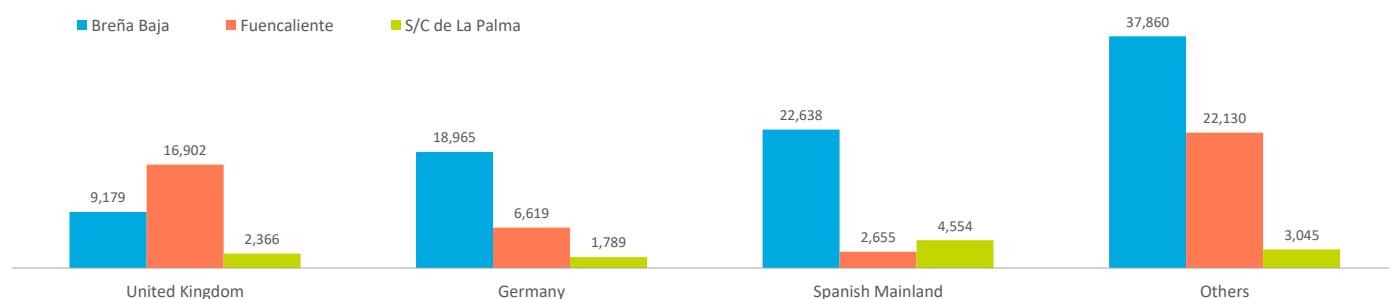
How many are loyal to the destination?



	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Repeat tourists	83.4%	73.9%	78.7%	82.9%
- Germany	83.9%	82.5%	95.4%	86.2%
- Spanish Mainland	94.3%	95.4%	80.4%	92.9%
- United Kingdom	73.0%	85.6%	69.3%	82.1%
- Others	79.3%	59.8%	73.7%	76.3%
Repeater (more than 3 visits)	39.1%	36.4%	35.3%	41.0%
- Germany	38.0%	32.0%	55.2%	44.2%
- Spanish Mainland	42.5%	66.1%	28.9%	44.9%
- United Kingdom	37.0%	33.0%	62.7%	37.9%
- Others	38.2%	36.6%	11.8%	37.8%

Tourist arrivals by municipality (2017)

■ Breña Baja ■ Fuencaliente ■ S/C de La Palma



Source: Encuesta sobre el Gasto Turístico (ISTAC).