

Tourist profile by municipality

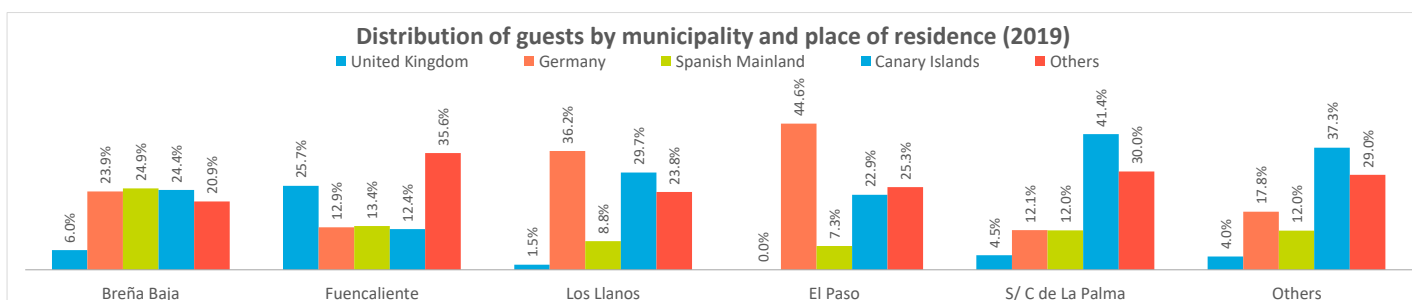
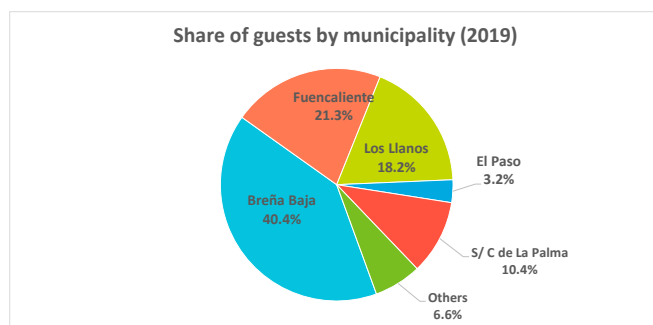
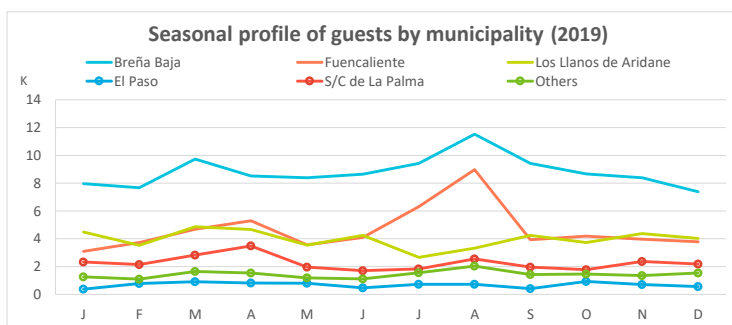
La Palma (2019)



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	53,676	41,306	29,375	5,771	12,638	8,757	151,523	109,317	42,206
- United Kingdom	6,334	14,280	736	0	1,216	697	23,263	21,229	2,034
- Germany	25,286	7,193	17,297	3,685	3,281	3,064	59,806	32,303	27,503
Spanish Mainland	26,300	7,447	4,186	599	3,264	2,066	43,862	36,302	7,560
Canary Islands	25,770	6,890	14,169	1,891	11,254	6,433	66,407	43,420	22,987
Total	105,746	55,643	47,730	8,261	27,156	17,256	261,792	189,039	72,753

Lugar de residencia:	Municipality of stay (%)						Accommodation type (%)		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Extranjero	50.8%	74.2%	61.5%	69.9%	46.5%	50.7%	57.9%	57.8%	58.0%
- Reino Unido	6.0%	25.7%	1.5%	0.0%	4.5%	4.0%	8.9%	11.2%	2.8%
- Alemania	23.9%	12.9%	36.2%	44.6%	12.1%	17.8%	22.8%	17.1%	37.8%
Península	24.9%	13.4%	8.8%	7.3%	12.0%	12.0%	16.8%	19.2%	10.4%
Canarias	24.4%	12.4%	29.7%	22.9%	41.4%	37.3%	25.4%	23.0%	31.6%
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	476,394	344,141	296,488	53,419	38,904	55,452	1,264,798	797,979	466,819
- United Kingdom	47,426	116,948	5,375	0	4,268	3,118	177,135	163,872	13,263
- Germany	253,899	76,156	5,375	46,423	13,390	29,877	645,750	304,369	341,381
Spanish Mainland	122,081	40,689	25,647	2,050	12,260	8,795	211,522	163,942	47,580
Canary Islands	121,608	22,762	48,398	6,765	30,957	21,613	252,103	120,068	132,035
Total	720,083	407,592	370,533	62,234	82,121	85,860	1,728,423	1,081,989	646,434
Length of stay									
International	8.9	8.3	10.1	9.3	3.1	6.3	8.4	7.3	11.1
- United Kingdom	7.5	8.2	7.3	-	3.5	4.5	7.6	7.7	6.5
- Germany	10.0	10.6	13.1	12.6	4.1	9.8	10.8	9.4	12.4
Spanish Mainland	4.6	5.3	6.0	3.5	3.8	4.3	4.6	4.5	6.3
Canary Islands	4.7	3.3	3.4	3.6	2.8	3.4	3.8	2.8	5.7
Total	6.8	7.3	7.8	7.5	3.0	5.0	6.6	5.7	8.9
ADR (€)	59.7	42.9	53.0	51.3	43.7	43.1	52.5	55.7	45.8
RevPar (€)	44.2	33.5	31.9	28.4	32.4	22.0	36.4	40.2	29.4
Total revenue (€ million)	21.8	8.2	9.4	1.3	2.7	1.6	45.1	32.3	12.8
Bed-space occupancy rate (%)	62.9	81.2	50.8	45.3	35.5	46.8	59.0	64.4	51.7
Occupancy rate per room/apartment	74.1	78.2	60.0	55.4	74.1	51.1	69.4	72.2	64.3

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

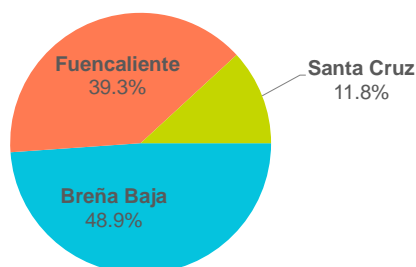
La Palma (2019)

How many are they and how much do they spend?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourist arrivals (> 15 years old)	66,737	53,594	16,164	235,559
Average daily expenditure (€)	--	--	--	131.47
Average length of stay	8.46	9.67	11.24	10.42
Turnover per tourist (€)	--	--	--	1,205
Total turnover (> 15 years old) (€m)	--	--	--	284
Share of total turnover	--	--	--	100%
Share of total tourists	28.3%	22.8%	6.9%	100%

Share of tourists by municipality (2019)



What is the main motivation for their holidays?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Rest	30.8%	50.1%	16.1%	31.6%
Explore the destination	54.1%	33.6%	60.8%	49.4%
Other reasons	15.1%	15.9%	21.4%	18.3%

How far in advance do they book their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Between 0 and 30 days	27.8%	29.9%	27.3%	24.8%
Between 1 and 2 months	24.3%	24.6%	24.4%	21.3%
More than 3 months	47.6%	45.0%	48.3%	53.6%

What channels did they use to get information about this trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Previous visits to the Canary Islands	46.3%	53.2%	39.7%	53.4%
Friends or relatives	23.9%	13.8%	36.3%	24.7%
Internet or social media	65.6%	66.8%	74.8%	64.5%
Tour Operator or Travel Agency	29.1%	39.6%	6.8%	25.0%
Others	38.1%	30.8%	60.9%	43.0%

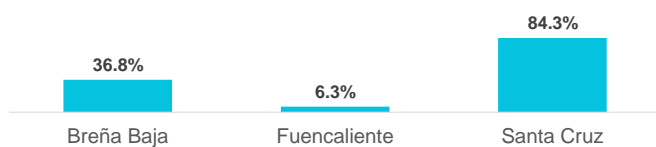
(*) Multi-choice question

What do they book?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Room only/ Bed & Breakfast	36.8%	6.3%	84.3%	43.0%
Half board / Full board	49.5%	12.8%	0.0%	25.0%
All inclusive	12.5%	78.6%	0.0%	21.6%

ROOM ONLY / BED & BREAKFAST



(La Palma: 43%)
(Canary Islands: 28%)

Importance of each factor in the destination choice



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Climate	61.0%	79.7%	58.5%	72.4%
Landscapes	67.3%	52.0%	72.6%	75.1%
Tranquility	51.4%	58.2%	38.9%	57.9%
Environment	51.5%	42.5%	56.3%	52.4%
Safety	41.8%	51.0%	38.9%	39.1%
Hiking trail network	40.7%	19.3%	43.4%	47.7%
Sea	37.0%	31.8%	39.4%	43.9%
European belonging	28.1%	35.8%	21.4%	30.7%
Authenticity	31.4%	24.1%	32.2%	31.6%
Accommodation supply	21.0%	45.4%	16.2%	26.2%
Effortless trip	22.5%	25.6%	26.6%	29.0%
Price	21.1%	36.3%	19.6%	18.3%
Gastronomy	16.3%	13.0%	28.1%	22.5%
Beaches	12.2%	10.4%	16.8%	18.2%
Fun possibilities	9.8%	15.2%	7.2%	10.4%
Exoticism	11.5%	12.3%	17.0%	8.3%
Historical heritage	7.7%	8.1%	13.8%	6.9%
Culture	4.9%	6.7%	6.5%	5.0%
Shopping	3.1%	2.4%	2.4%	4.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK



Where do they stay?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Type of accommodation				
All markets	100%	100%	100%	100%
- Hotel	70.3%	92.7%	35.0%	56.4%
- Apartment	28.4%	1.6%	19.1%	19.3%
- Other type of accommodation	1.2%	5.7%	45.9%	24.3%
German market	100%	100%	100%	100%
- Hotel	47.3%	87.4%	47.8%	39.9%
- Apartment	51.5%	3.3%	9.7%	28.0%
- Other type of accommodation	1.2%	9.4%	42.5%	32.1%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	84.7%	75.2%	24.0%	60.4%
- Apartment	14.4%	7.6%	21.0%	15.1%
- Other type of accommodation	0.9%	17.2%	55.0%	24.5%
British market	100%	100%	100%	100%
- Hotel	85.6%	99.1%	53.9%	85.3%
- Apartment	12.8%	0.0%	18.1%	5.9%
- Other type of accommodation	1.7%	0.9%	28.0%	8.9%
Other markets	100%	100%	100%	100%
- Hotel	74.1%	94.4%	33.6%	65.5%
- Apartment	24.3%	0.8%	26.2%	15.4%
- Other type of accommodation	1.5%	4.8%	40.2%	19.1%
Length of stay by type of accommodation				
All markets				
- Hotel	7.9	8.7	7.7	8.9
- Apartment	9.7	8.9	23.3	11.8
- Private accommodation	11.9	16.7	14.1	11.9
- Other type of accommodation	7.3	36.3	9.8	14.5

Tourist profile by municipality

La Palma (2019)



Activities in the Canary Islands



Outdoor time per day	Breña Baja	Fuencaliente	Santa Cruz	La Palma
0 - 8 hours	54.7%	79.0%	20.2%	60.0%
More than 8 hours	45.3%	21.0%	79.8%	40.0%

Activities in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Walk, wander	88.9%	64.7%	78.8%	80.7%
Explore the island on their own	82.4%	64.2%	80.4%	75.9%
Beach	60.9%	36.0%	68.8%	66.9%
Swimming pool, hotel facilities	55.0%	73.5%	7.9%	24.8%
Taste Canarian gastronomy	39.6%	19.2%	52.0%	47.8%
Nature activities	39.7%	23.8%	46.9%	36.2%
Museums / exhibitions	24.8%	20.6%	18.6%	21.7%
Wineries/markets/popular festivals	17.3%	12.3%	14.3%	23.1%
Organized excursions	25.6%	23.9%	10.2%	9.8%
Astronomical observation	15.6%	10.3%	15.6%	17.9%
Activities at sea	11.6%	9.1%	24.8%	18.8%
Sea excursions / whale watching	14.7%	14.8%	10.7%	15.7%
Sport activities	12.4%	17.0%	26.4%	12.9%
Nightlife / concerts / shows	3.8%	6.1%	9.6%	3.7%
Beauty and health treatments	2.0%	7.7%	0.0%	3.0%
Theme parks	3.9%	0.8%	1.0%	1.1%

(*) Pregunta multirrespuesta

¿Con quién vienen?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Unaccompanied	7.6%	4.0%	18.4%	8.1%
Only with partner	63.7%	60.7%	52.3%	61.9%
With children	16.8%	20.4%	8.3%	15.6%
Other relatives	5.6%	8.6%	4.3%	6.9%
Other combination	6.2%	6.3%	16.7%	7.5%
With children (under the age of 13)	11.2%	19.2%	3.3%	11.9%

* Multi-choice question

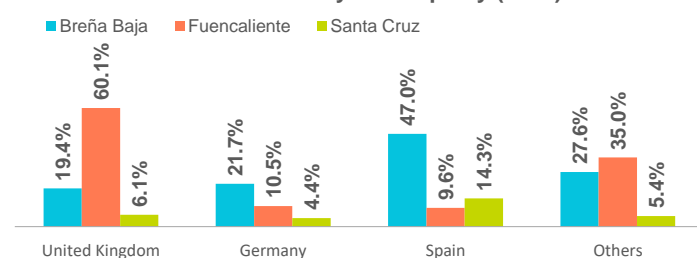
Where are they from?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourists (> 15 years old)				
United Kingdom	4,624	14,364	1,448	23,894
Germany	20,163	9,751	4,090	93,070
Spain	22,277	4,541	6,768	47,384
Others	19,673	24,939	3,858	71,211

& Tourists	Breña Baja	Fuencaliente	Santa Cruz	La Palma
United Kingdom	19.4%	60.1%	6.1%	100%
Germany	21.7%	10.5%	4.4%	100%
Spain	47.0%	9.6%	14.3%	100%
Others	27.6%	35.0%	5.4%	100%

Tourist arrivals by municipality (2019)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Who are they?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Gender				
Menos de 50.000€	53.1%	51.5%	53.3%	52.4%
Women	46.9%	48.5%	46.7%	47.6%
Age range (> 15 years old)				
16 - 44 years old	26.1%	29.8%	44.6%	28.9%
Over 44 years old	73.9%	70.2%	55.4%	71.1%
Occupation				
Active	78.8%	71.2%	72.4%	75.6%
Inactive	21.2%	28.8%	27.6%	24.4%
Annual household income level				
Less than €50,000	46.5%	49.8%	59.3%	42.5%
More than €50,000	53.5%	50.2%	40.7%	57.5%
Education level				
No studies/Primary education	3.4%	5.0%	7.8%	4.1%
Secondary education	20.3%	27.0%	16.2%	20.7%
Higher education	76.3%	68.0%	76.1%	75.2%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Average rating	8.78	8.81	8.87	8.84

Experience in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Worse or much worse than expected	2.3%	3.1%	3.6%	1.8%
Lived up to expectations	49.8%	52.0%	40.1%	51.5%
Better or much better than expected	47.8%	44.9%	56.3%	46.6%

Future intentions (scale 1-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Return to the Canary Islands	8.82	8.82	8.76	8.86
Recommend visiting the Canary Islands	9.14	9.15	9.20	9.20



8.86/10

Return to the Canary Islands



9.20/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Repeat tourists				
- Germany	84.6%	86.0%	50.5%	83.1%
- Spain	86.5%	88.0%	83.3%	84.6%
- United Kingdom	89.0%	79.5%	69.1%	80.3%
- Others	69.8%	74.2%	57.8%	73.8%
Repeat tourists (3 or more visits)				
- Germany	64.3%	73.8%	26.9%	68.3%
- Spain	65.1%	79.9%	61.6%	63.6%
- United Kingdom	72.9%	66.7%	64.0%	65.7%
- Others	43.8%	55.1%	50.5%	54.0%

How many islands do they visit during their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
One island	90.2%	95.7%	78.3%	90.3%
Two or more islands	9.8%	4.3%	21.7%	9.7%