

Tourist profile by municipality

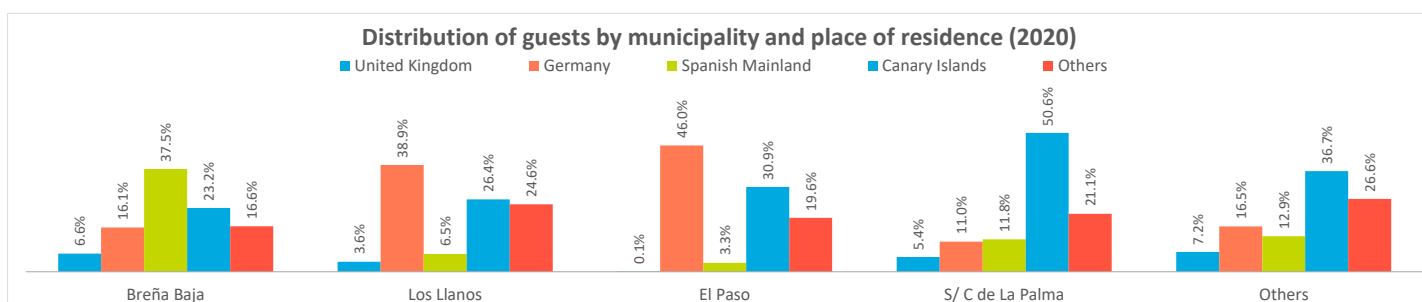
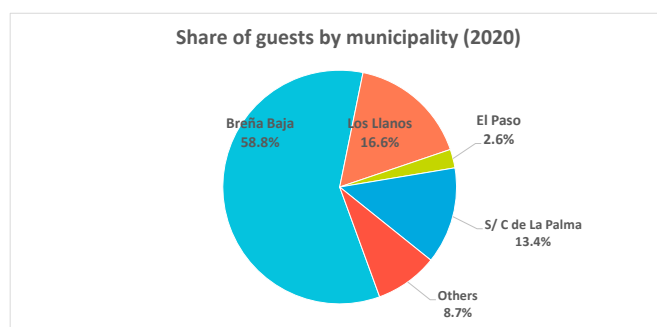
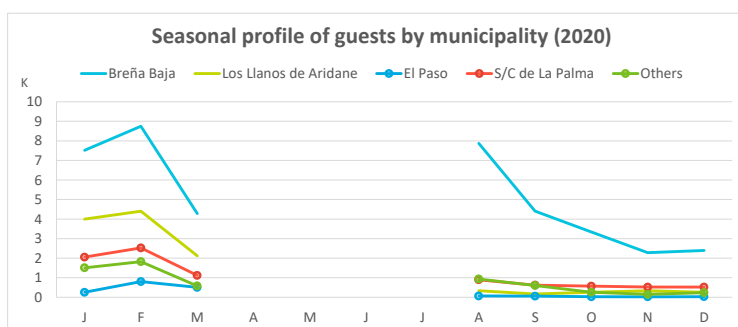
La Palma (2020)



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 | 16,716 | -- | 8,062 | 1,229 | 3,640 | 3,165 | 40,991 | 29,008 | 11,983 |
| - United Kingdom | 2,815 | -- | 436 | 2 | 524 | 455 | 6,340 | 5,292 | 1,048 |
| - Germany | 6,855 | -- | 4,673 | 860 | 1,067 | 1,039 | 16,275 | 8,908 | 7,367 |
| Spanish Mainland | 15,943 | -- | 782 | 61 | 1,147 | 814 | 19,380 | 15,254 | 4,126 |
| Canary Islands | 9,884 | -- | 3,166 | 578 | 4,910 | 2,307 | 21,811 | 11,928 | 9,883 |
| Total | 42,543 | -- | 12,010 | 1,868 | 9,697 | 6,286 | 82,182 | 56,190 | 25,992 |

| 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 | 39.3% | -- | 67.1% | 65.8% | 37.5% | 50.3% | 49.9% | 51.6% | 46.1% |
| - Reino Unido | 6.6% | -- | 3.6% | 0.1% | 5.4% | 7.2% | 7.7% | 9.4% | 4.0% |
| - Alemania | 16.1% | -- | 38.9% | 46.0% | 11.0% | 16.5% | 19.8% | 15.9% | 28.3% |
| Península | 37.5% | -- | 6.5% | 3.3% | 11.8% | 12.9% | 23.6% | 27.1% | 15.9% |
| Canarias | 23.2% | -- | 26.4% | 30.9% | 50.6% | 36.7% | 26.5% | 21.2% | 38.0% |
| Total | 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 | 142,914 | -- | 90,338 | 11,944 | 12,235 | 24,444 | 350,060 | 210,833 | 139,227 |
| - United Kingdom | 21,802 | -- | 2,582 | 14 | 1,877 | 2,360 | 45,640 | 38,060 | 7,580 |
| - Germany | 71,659 | -- | 2,582 | 10,525 | 4,966 | 13,184 | 186,932 | 85,593 | 101,339 |
| Spanish Mainland | 72,416 | -- | 3,606 | 397 | 3,604 | 3,305 | 86,053 | 62,783 | 23,270 |
| Canary Islands | 43,089 | -- | 12,701 | 1,916 | 12,704 | 8,106 | 81,344 | 33,874 | 47,470 |
| Total | 258,419 | -- | 106,645 | 14,257 | 28,543 | 35,855 | 517,457 | 307,490 | 209,967 |
| Length of stay | | | | | | | | | |
| International | 8.6 | -- | 11.2 | 9.7 | 3.4 | 7.7 | 8.5 | 7.3 | 11.6 |
| - United Kingdom | 7.7 | -- | 5.9 | 7.0 | 3.6 | 5.2 | 7.2 | 7.2 | 7.2 |
| - Germany | 10.5 | -- | 14.4 | 12.2 | 4.7 | 12.7 | 11.5 | 9.6 | 13.8 |
| Spanish Mainland | 3.4 | -- | 6.0 | 6.9 | 2.3 | 3.0 | 3.6 | 4.1 | 5.1 |
| Canary Islands | 4.4 | -- | 4.0 | 3.3 | 2.6 | 3.5 | 3.7 | 2.8 | 4.8 |
| Total | 6.1 | -- | 8.9 | 7.6 | 2.9 | 5.7 | 6.3 | 5.5 | 8.1 |
| ADR (€) | 64.3 | -- | 56.0 | 49.5 | 45.8 | 41.7 | 56.6 | 61.7 | 49.0 |
| RevPar (€) | 33.3 | -- | 29.9 | 22.3 | 28.9 | 16.6 | 29.8 | 33.4 | 24.8 |
| Total revenue (€ million) | 9.9 | -- | 2.8 | 0.4 | 1.1 | 0.7 | 16.4 | 10.6 | 5.8 |
| Bed-space occupancy rate (%) | 41.7 | -- | 47.7 | 32.1 | 26.2 | 38.0 | 42.5 | 44.9 | 39.5 |
| Occupancy rate per room/apartment | 52.7 | -- | 54.9 | 46.8 | 62.8 | 42.8 | 53.8 | 54.0 | 53.5 |

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 (2020)

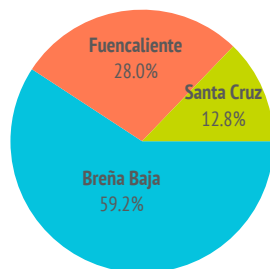


How many are they and how much do they spend?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|--------------------------------------|------------|--------------|------------|---------------|
| Tourist arrivals (> 15 years old) | 25,588 | 12,085 | 5,536 | 75,909 |
| Average daily expenditure (€) | -- | -- | -- | 117.52 |
| Average length of stay | 8.48 | 8.19 | 9.07 | 10.89 |
| Turnover per tourist (€) | -- | -- | -- | 1,106 |
| Total turnover (> 15 years old) (€m) | -- | -- | -- | 84 |
| Share of total turnover | -- | -- | -- | 100% |
| Share of total tourists | 33.7% | 15.9% | 7.3% | 100% |

Share of tourists by municipality (2020)



What is the main motivation for their holidays?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|-------------------------|------------|--------------|------------|--------------|
| Rest | 22.7% | 58.0% | 20.4% | 30.9% |
| Explore the destination | 61.9% | 22.6% | 49.1% | 46.4% |
| Other reasons | 13.6% | 18.0% | 25.6% | 21.0% |

How far in advance do they book their trip?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|------------------------|------------|--------------|------------|--------------|
| Between 0 and 30 days | 38.4% | 30.9% | 43.4% | 31.9% |
| Between 1 and 2 months | 21.4% | 27.1% | 24.9% | 23.1% |
| More than 3 months | 40.2% | 39.6% | 31.2% | 44.5% |

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

| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|---------------------------------------|------------|--------------|------------|--------------|
| Previous visits to the Canary Islands | 43.4% | 50.6% | 38.8% | 50.1% |
| Friends or relatives | 20.9% | 17.0% | 43.2% | 28.0% |
| Internet or social media | 62.8% | 62.4% | 61.3% | 58.3% |
| Tour Operator or Travel Agency | 24.6% | 45.5% | 3.8% | 21.4% |
| Others | 32.8% | 24.3% | 35.5% | 33.3% |

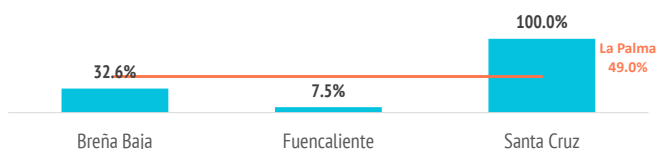
(*) Multi-choice question

What do they book?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|----------------------------|------------|--------------|------------|--------------|
| Room only/ Bed & Breakfast | 32.6% | 7.5% | 100.0% | 49.0% |
| Half board / Full board | 54.6% | 22.9% | 0.0% | 33.3% |
| All inclusive | 12.8% | 69.6% | 0.0% | 17.8% |

ROOM ONLY / BED & BREAKFAST



(Canary Islands: 33.3%)

Importance of each factor in the destination choice



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|----------------------|------------|--------------|------------|--------------|
| Climate | 69.0% | 83.4% | 78.5% | 72.9% |
| Landscapes | 65.1% | 33.6% | 79.0% | 62.6% |
| Tranquility | 51.4% | 53.8% | 41.1% | 51.5% |
| Environment | 47.8% | 26.4% | 52.5% | 44.9% |
| Hiking trail network | 47.9% | 15.8% | 46.9% | 43.0% |
| Safety | 40.3% | 42.6% | 44.3% | 40.4% |
| Sea | 35.0% | 27.7% | 55.1% | 37.6% |
| European belonging | 38.3% | 33.3% | 24.3% | 35.9% |
| Authenticity | 31.2% | 16.3% | 30.5% | 30.5% |
| Accommodation supply | 23.1% | 42.1% | 11.1% | 24.0% |
| Effortless trip | 21.2% | 21.0% | 19.0% | 24.0% |
| Price | 20.8% | 34.0% | 31.5% | 23.0% |
| Gastronomy | 17.9% | 17.4% | 32.8% | 20.9% |
| Beaches | 16.4% | 9.1% | 25.1% | 16.6% |
| Fun possibilities | 10.7% | 10.3% | 23.3% | 11.5% |
| Exoticism | 10.8% | 7.4% | 13.6% | 10.5% |
| Historical heritage | 12.9% | 4.1% | 12.6% | 10.4% |
| Culture | 8.3% | 0.5% | 8.6% | 6.8% |
| Shopping | 3.2% | 2.0% | 2.7% | 3.2% |
| Nightlife | 1.0% | 1.0% | 0.8% | 1.1% |

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 |
|--------------------------------|-------------|--------------|-------------|--------------|
| All markets | 100% | 100% | 100% | 100% |
| - Hotel | 76.7% | 92.3% | 37.3% | 54.2% |
| - Apartment | 20.4% | 2.7% | 17.8% | 19.7% |
| - Other type of accommodation | 2.9% | 4.9% | 44.9% | 26.1% |
| German market | 100% | 100% | 100% | 100% |
| - Hotel | 58.0% | 91.2% | 47.1% | 45.4% |
| - Apartment | 39.6% | 2.0% | 8.9% | 26.1% |
| - Other type of accommodation | 2.3% | 6.8% | 43.9% | 28.4% |
| Spanish Mainland market | 100% | 100% | 100% | 100% |
| - Hotel | 86.7% | 50.0% | 38.7% | 58.2% |
| - Apartment | 9.7% | 6.4% | 11.7% | 12.6% |
| - Other type of accommodation | 3.6% | 43.6% | 49.6% | 29.2% |
| British market | 100% | 100% | 100% | 100% |
| - Hotel | 89.3% | 100.0% | 0.0% | 88.0% |
| - Apartment | 8.8% | 0.0% | 30.5% | 5.9% |
| - Other type of accommodation | 2.0% | 0.0% | 69.5% | 6.1% |
| Other markets | 100% | 100% | 100% | 100% |
| - Hotel | 68.2% | 92.0% | 33.2% | 49.7% |
| - Apartment | 29.8% | 5.0% | 40.3% | 23.8% |
| - Other type of accommodation | 2.0% | 3.0% | 26.6% | 26.5% |

Length of stay by type of accommodation

| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|-------------------------------|------------|--------------|------------|-------------|
| All markets | 7.9 | 8.1 | 8.3 | 8.5 |
| - Hotel | 7.9 | 8.1 | 8.1 | 12.8 |
| - Apartment | 10.3 | 7.9 | 8.1 | 12.8 |
| - Private accommodation | 15.3 | 11.5 | 11.1 | 15.3 |
| - Other type of accommodation | 11.3 | 7.6 | 9.4 | 12.2 |

Tourist profile by municipality

La Palma (2020)



Activities in the Canary Islands



| Outdoor time per day | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|----------------------|------------|--------------|------------|--------------|
| 0 - 8 hours | 46.6% | 78.9% | 30.5% | 57.3% |
| More than 8 hours | 53.4% | 21.1% | 69.5% | 42.7% |

| Activities in the Canary Islands | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|------------------------------------|------------|--------------|------------|--------------|
| Activities at sea | 83.7% | 71.7% | 88.5% | 84.0% |
| Wineries/markets/popular festivals | 78.6% | 50.3% | 86.4% | 76.2% |
| Explore the island on their own | 70.4% | 41.6% | 67.7% | 64.5% |
| Nature activities | 58.8% | 18.5% | 67.0% | 70.0% |
| Nightlife / concerts / shows | 47.5% | 19.4% | 51.5% | 51.1% |
| Sport activities | 48.4% | 64.4% | 10.5% | 19.2% |
| Beauty and health treatments | 32.1% | 17.2% | 32.2% | 37.3% |
| Astronomical observation | 22.4% | 15.9% | 23.3% | 24.5% |
| Taste Canarian gastronomy | 25.7% | 30.0% | 6.3% | 15.2% |
| Museums / exhibitions | 21.8% | 14.0% | 35.4% | 17.5% |
| Organized excursions | 15.8% | 7.3% | 16.0% | 17.4% |
| Beach | 7.3% | 22.2% | 15.7% | 13.5% |
| Sea excursions / whale watching | 11.8% | 5.3% | 6.4% | 11.2% |
| Walk, wander | 2.9% | 4.4% | 8.3% | 7.2% |
| Swimming pool, hotel facilities | 0.9% | 7.4% | 2.9% | 5.1% |
| Theme parks | 0.8% | 2.6% | 0.9% | 0.9% |

(*) Pregunta multirespuesta

¿Con quién vienen?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|-------------------------------------|------------|--------------|------------|--------------|
| Unaccompanied | 9.4% | 3.4% | 28.0% | 10.1% |
| Only with partner | 68.7% | 66.3% | 53.2% | 64.7% |
| With children | 7.4% | 11.6% | 6.0% | 9.0% |
| Other relatives | 5.4% | 10.3% | 3.4% | 6.0% |
| Other combination | 9.2% | 8.4% | 9.3% | 10.2% |
| With children (under the age of 13) | 4.1% | 5.7% | 3.4% | 5.5% |

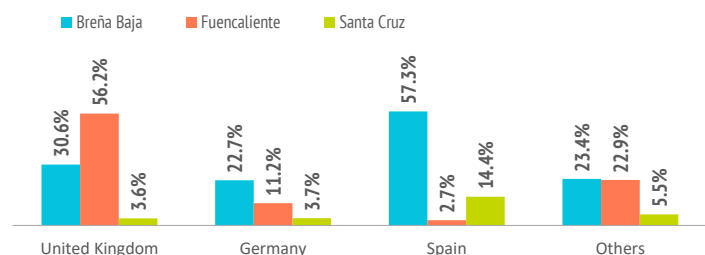
* Multi-choice question

Where are they from?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|-------------------------------------|------------|--------------|------------|---------------|
| Tourists (> 15 years old) | | | | |
| United Kingdom | 2,133 | 3,916 | 249 | 6,972 |
| Germany | 6,033 | 2,984 | 974 | 26,617 |
| Spain | 12,723 | 590 | 3,202 | 22,215 |
| Others | 4,699 | 4,595 | 1,110 | 20,105 |
| & Tourists | | | | |
| United Kingdom | 30.6% | 56.2% | 3.6% | 100% |
| Germany | 22.7% | 11.2% | 3.7% | 100% |
| Spain | 57.3% | 2.7% | 14.4% | 100% |
| Others | 23.4% | 22.9% | 5.5% | 100% |

Tourist arrivals by municipality (2020)



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€ | 50.3% | 41.8% | 49.2% | 50.6% |
| Women | 49.7% | 58.2% | 50.8% | 49.4% |
| Age range (> 15 years old) | | | | |
| 16 - 44 years old | 24.4% | 27.2% | 59.1% | 30.0% |
| Over 44 years old | 75.6% | 72.8% | 40.9% | 70.0% |
| Occupation | | | | |
| Active | 66.7% | 65.3% | 79.9% | 70.5% |
| Inactive | 33.3% | 34.7% | 20.1% | 29.5% |
| Annual household income level | | | | |
| Less than €50,000 | 49.2% | 46.4% | 58.5% | 42.5% |
| More than €50,000 | 50.8% | 53.6% | 41.5% | 57.5% |
| Education level | | | | |
| No studies/Primary education | 3.0% | 4.9% | 0.6% | 2.7% |
| Secondary education | 16.0% | 24.0% | 10.8% | 18.6% |
| Higher education | 80.9% | 71.1% | 88.6% | 78.7% |

How do they rate the Canary Islands?



| Satisfaction (scale 0-10) | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|---------------------------|------------|--------------|------------|-------------|
| Average rating | 8.79 | 8.57 | 9.02 | 8.84 |

| Experience in the Canary Islands | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|-------------------------------------|------------|--------------|------------|--------------|
| Worse or much worse than expected | 4.0% | 3.3% | 0.4% | 2.7% |
| Lived up to expectations | 51.2% | 54.1% | 52.5% | 53.2% |
| Better or much better than expected | 44.8% | 42.6% | 47.1% | 44.1% |

| Future intentions (scale 1-10) | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|---------------------------------------|------------|--------------|------------|-------------|
| Return to the Canary Islands | 8.87 | 8.79 | 9.10 | 8.99 |
| Recommend visiting the Canary Islands | 9.20 | 8.92 | 9.23 | 9.17 |



Return to the Canary Islands



9.17/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|--------------------------------------|------------|--------------|------------|--------------|
| Repeat tourists | | | | |
| - Germany | 87.6% | 85.9% | 80.0% | 85.2% |
| - Spain | 90.8% | 80.5% | 69.0% | 87.9% |
| - United Kingdom | 90.2% | 66.6% | 92.1% | 88.1% |
| - Others | 75.1% | 93.9% | 100.0% | 87.0% |
| - Repeat tourists (3 or more visits) | 82.1% | 85.0% | 50.5% | 77.6% |
| - Germany | 73.8% | 67.8% | 62.4% | 71.1% |
| - Spain | 75.3% | 61.6% | 26.9% | 74.4% |
| - United Kingdom | 83.6% | 44.1% | 76.7% | 77.7% |
| - Others | 50.3% | 70.4% | 100.0% | 62.8% |
| - Others | 56.0% | 72.7% | 43.9% | 62.4% |

How many islands do they visit during their trip?



| | Breña Baja | Fuencaliente | Santa Cruz | La Palma |
|---------------------|------------|--------------|------------|--------------|
| One island | 83.6% | 94.4% | 59.1% | 82.6% |
| Two or more islands | 16.4% | 5.6% | 40.9% | 17.4% |