

# LA PALMA: Profile of tourist visiting more than one island during the trip (2016)

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



	More than one island	La Palma
Tourist arrivals (> 16 years old)	26,997	221,541
Average daily expenditure (€)	104.38	122.55
. in their place of residence	67.99	86.97
. in the Canary Islands	36.39	35.58
Average length of stay	12.39	10.36
Turnover per tourist (€)	1,163	1,122
Total turnover (> 16 years old) (€m)	31.4	249
Share of total turnover	12.6%	100%
Share of total tourist	12.2%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	58.36	46.68
- Accommodation	44.84	39.20
- Additional accommodation expenses	13.52	7.48
<b>Transport:</b>	41.46	51.99
- Public transport	4.93	5.09
- Taxi	4.47	3.34
- Car rental	32.06	43.56
<b>Food and drink:</b>	206.00	167.56
- Food purchases at supermarkets	76.97	70.43
- Restaurants	129.03	97.13
<b>Souvenirs:</b>	48.28	34.26
<b>Leisure:</b>	33.34	26.91
- Organized excursions	10.04	16.77
- Leisure, amusement	4.25	1.45
- Trip to other islands	13.20	1.61
- Sporting activities	2.11	4.39
- Cultural activities	1.88	2.04
- Discos and disco-pubs	1.87	0.65
<b>Others:</b>	40.64	15.17
- Wellness	1.43	1.78
- Medical expenses	0.71	1.16
- Other expenses	38.50	12.23

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



	More than one island	La Palma
The same day they leave	0.7%	0.3%
Between 2 and 7 days	2.0%	5.2%
Between 8 and 15 days	6.9%	7.0%
Between 16 and 30 days	11.0%	12.6%
Between 31 and 90 days	47.7%	40.8%
More than 90 days	31.7%	34.0%

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



	More than one island	La Palma
Flight only	25.4%	13.6%
Flight and accommodation (room only)	30.5%	32.9%
Flight and accommodation (B&B)	12.2%	13.5%
Flight and accommodation (half board)	23.0%	23.5%
Flight and accommodation (full board)	0.6%	1.5%
Flight and accommodation (all inclusive)	8.3%	15.0%
<b>% Tourists using low-cost airlines</b>	48.4%	39.4%
<b>Other expenses in their place of residence:</b>		
- Car rental	39.3%	36.0%
- Sporting activities	7.2%	4.0%
- Excursions	8.4%	7.9%
- Trip to other islands	17.1%	2.0%

## How do they book?



	More than one island	La Palma
<b>Accommodation booking</b>		
<b>Tour Operator</b>	20.3%	30.9%
- Tour Operator's website	50.8%	79.9%
<b>Accommodation</b>	24.5%	16.0%
- Accommodation's website	91.9%	88.0%
<b>Travel agency (High street)</b>	7.2%	22.9%
<b>Online Travel Agency (OTA)</b>	35.1%	24.0%
<b>No need to book accommodation</b>	13.0%	6.2%

	More than one island	La Palma
<b>Flight booking</b>		
<b>Tour Operator</b>	24.5%	33.3%
- Tour Operator's website	79.3%	81.3%
<b>Airline</b>	46.0%	28.8%
- Airline's website	89.7%	96.3%
<b>Travel agency (High street)</b>	7.6%	22.6%
<b>Online Travel Agency (OTA)</b>	21.9%	15.3%

## Where do they stay?



	More than one island	La Palma
<b>5* Hotel</b>	0.0%	0.0%
<b>4* Hotel</b>	29.9%	37.3%
<b>1-2-3* Hotel</b>	14.0%	10.3%
<b>Apartment</b>	38.2%	43.7%
<b>Property (privately-owned, friends, family)</b>	13.5%	5.9%
<b>Others</b>	4.4%	2.8%

## Who are they?



	More than one island	La Palma
<b>Gender</b>		
Percentage of men	53.9%	47.9%
Percentage of women	46.1%	52.1%
<b>Age</b>		
Average age (tourists > 16 years old)	46.2	48.9
Standard deviation	14.2	13.4
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	6.8%	3.4%
25-30 years old	16.3%	7.6%
31-45 years old	23.9%	28.5%
46-60 years old	38.2%	40.3%
Over 60 years old	14.8%	20.3%
<b>Occupation</b>		
Business owner or self-employed	21.3%	19.8%
Upper/Middle management employee	42.7%	46.4%
Auxiliary level employee	8.2%	11.1%
Students	3.8%	3.3%
Retired	22.6%	16.7%
Unemployed / unpaid dom. work	1.5%	2.5%
<b>Annual household income level</b>		
€12,000 - €24,000	12.7%	13.6%
€24,001 - €36,000	16.7%	18.2%
€36,001 - €48,000	13.6%	18.3%
€48,001 - €60,000	22.8%	17.6%
€60,001 - €72,000	14.9%	10.3%
€72,001 - €84,000	3.5%	6.0%
More than €84,000	15.8%	16.0%

(\*) 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.

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## Tourists by number of islands visited



	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	26,997	8,439	5,026	3,733	527	177

## Islands visited during the trip to La Palma

	More than one island	Tenerife	Lanzarote	Gran Canaria	Fuerteventura	El Hierro	La Gomera
Tourists (> 16 years old)	26,997	18,538	6,614	6,342	4,738	4,493	4,173
Share of tourist	100%	68.7%	24.5%	23.5%	17.6%	16.6%	15.5%

## Who do they come with?



	More than one island	La Palma
Unaccompanied	13.2%	10.4%
Only with partner	61.3%	61.1%
Only with children (under the age of 13)	1.1%	1.1%
Partner + children (under the age of 13)	4.8%	8.9%
Other relatives	5.4%	3.8%
Friends	2.7%	3.5%
Work colleagues	0.0%	0.1%
Other combinations (1)	11.5%	11.3%

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

## How do they rate the destination?



	More than one island	La Palma
Good or very good (% tourists)	99.0%	98.3%
Average rating (scale 1-10)	9.22	9.23

## How many are loyal to the destination?

	More than one island	La Palma
Repeat tourists	47.6%	38.1%
In love (at least 10 previous visits)	13.4%	5.0%

## Where are they from?



Ten main source markets	Share	Absolute
Spanish Mainland	22.1%	5,956
Germany	20.1%	5,438
United Kingdom	17.3%	4,672
Netherlands	11.3%	3,037
Austria	9.7%	2,621
France	6.7%	1,818
Belgium	3.8%	1,015
Italy	2.2%	595
Finland	2.0%	529
Switzerland	0.4%	117

## Why do they choose the Canary Islands?



Aspects influencing the choice	More than one island	La Palma
Climate/sun	80.2%	82.0%
Scenery	50.4%	61.3%
Tranquility/rest/relaxation	42.7%	40.3%
Active tourism	30.2%	31.2%
Beaches	25.0%	12.3%
Quality of the environment	12.1%	14.7%
Visiting new places	11.7%	16.6%
Culture	5.7%	2.1%
Price	4.9%	4.7%
Security	3.0%	5.3%
Nautical activities	2.8%	0.8%
Ease of travel	2.6%	3.3%
Rural tourism	2.6%	2.2%
Suitable destination for children	1.4%	1.3%
Security against natural catastrophes	0.4%	0.4%
Theme parks	0.2%	0.0%

\* Multi-choice question

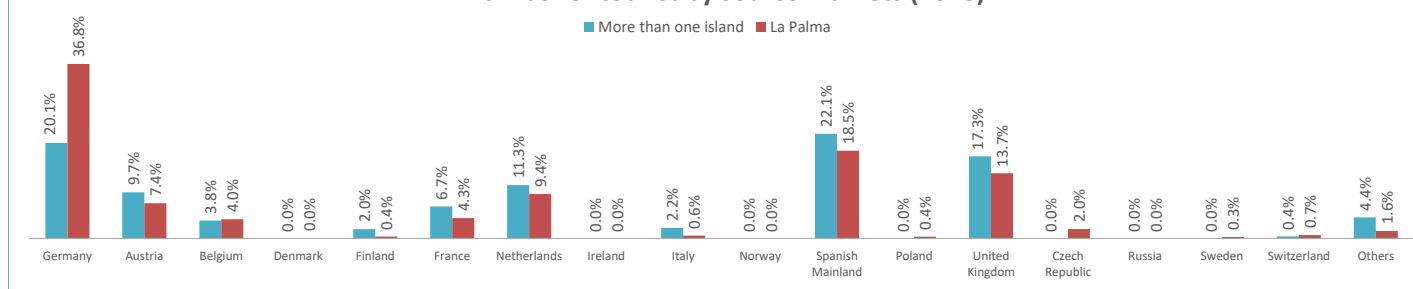
## What did motivate them to come?



Aspects motivating the choice	More than one island	La Palma
Previous visits to the Canary Islands	68.5%	64.3%
Recommendation by friends or relatives	32.5%	34.5%
The Canary Islands television channel	0.0%	0.1%
Other television or radio channels	1.3%	3.1%
Information in the press/magazines/books	5.2%	7.0%
Attendance at a tourism fair	1.1%	1.1%
Tour Operator's brochure or catalogue	0.8%	4.1%
Recommendation by Travel Agency	4.2%	5.9%
Information obtained via the Internet	12.5%	26.3%
Senior Tourism programme	0.0%	0.6%
Others	8.3%	5.6%

\* Multi-choice question

## Number of tourist by source markets (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in La Palma and visited at least one more island.

(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.