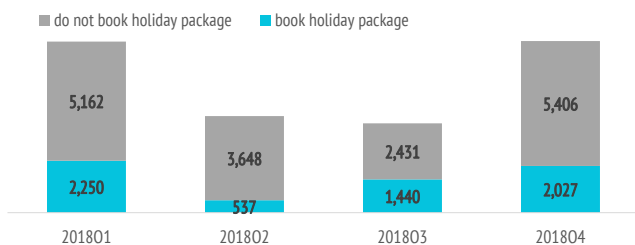


LA PALMA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)

How many are they and how much do they spend?

	More than one island	La Palma
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	257,852
Tourist arrivals > 15 years old (EGT)	22,902	235,409
- book holiday package	6,254	127,457
- do not book holiday package	16,648	107,952
- % tourists who book holiday package	27.3%	54.1%
Share of total tourist	9.7%	100%

TOURISTS BY QUARTER: MORE THAN ONE ISLAND

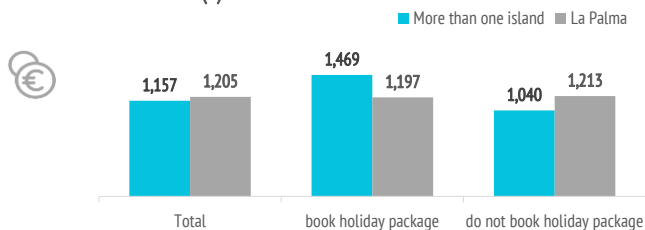


	More than one island	La Palma
Expenditure per tourist (€)		
- book holiday package	1,157	1,205
- holiday package	1,469	1,197
- others	1,232	949
- do not book holiday package	237	249
- do not book holiday package	1,040	1,213
- flight	1,040	1,213
- accommodation	276	329
- others	329	372
- others	435	513
Average length of stay		
- book holiday package	12.24	10.42
- book holiday package	12.28	9.48
- do not book holiday package	12.23	11.53
Average daily expenditure (€)		
- book holiday package	104.9	131.4
- book holiday package	120.5	133.5
- do not book holiday package	99.1	128.9
Total turnover (> 15 years old) (€m)		
- book holiday package	26	284
- book holiday package	9	153
- do not book holiday package	17	131

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	More than one island	La Palma
Landscapes	67.5%	67.4%
Climate	65.2%	69.8%
Environment	57.4%	50.2%
Hiking trail network	49.5%	38.9%
Tranquility	48.9%	54.8%
Sea	41.0%	38.8%
Safety	40.0%	42.6%
Authenticity	38.1%	29.9%
European belonging	26.5%	30.5%
Gastronomy	26.0%	18.9%
Beaches	22.6%	14.6%
Price	22.0%	23.3%
Effortless trip	22.0%	26.2%
Accommodation supply	18.3%	28.4%
Fun possibilities	14.3%	11.1%
Exoticism	13.6%	10.7%
Historical heritage	6.5%	7.9%
Culture	5.4%	5.5%
Shopping	4.1%	3.3%
Nightlife	2.2%	1.2%

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.

What is the main motivation for their holidays?

	More than one island	La Palma
Rest	28.3%	31.8%
Enjoy family time	12.5%	7.6%
Have fun	1.8%	3.2%
Explore the destination	49.0%	49.7%
Practice their hobbies	5.1%	3.4%
Other reasons	3.3%	4.2%

ENJOY FAMILY TIME



How far in advance do they book their trip?

	More than one island	La Palma
The same day	2.7%	0.6%
Between 1 and 30 days	33.4%	24.3%
Between 1 and 2 months	9.2%	21.4%
Between 3 and 6 months	33.7%	35.9%
More than 6 months	20.9%	17.8%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

MORE THAN ONE ISLAND

33.4%



Picture: Freepik.com

LA PALMA

24.3%

LA PALMA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)

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

	More than one island	La Palma
Previous visits to the Canary Islands	56.6%	53.4%
Friends or relatives	29.2%	24.7%
Internet or social media	64.4%	64.5%
Mass Media	4.3%	4.2%
Travel guides and magazines	27.6%	25.1%
Travel Blogs or Forums	12.9%	9.6%
Travel TV Channels	2.3%	2.1%
Tour Operator or Travel Agency	12.7%	25.0%
Public administrations or similar	0.3%	0.7%
Others	0.6%	1.3%

* Multi-choise question

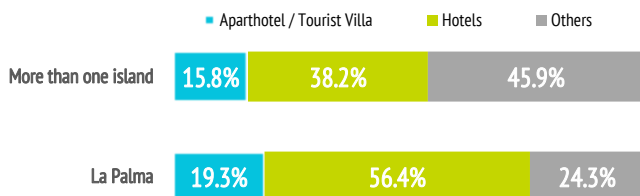
With whom did they book their flight and accommodation?

	More than one island	La Palma
Flight		
- Directly with the airline	62.8%	40.5%
- Tour Operator or Travel Agency	37.2%	59.5%
Accommodation		
- Directly with the accommodation	57.6%	31.7%
- Tour Operator or Travel Agency	42.4%	68.3%

Where do they stay?

	More than one island	La Palma
1-2-3* Hotel	8.1%	9.1%
4* Hotel	30.2%	47.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%
Aparthotel / Tourist Villa	15.8%	19.3%
House/room rented in a private dwelling	18.5%	8.6%
Private accommodation (1)	13.0%	6.5%
Others (Cottage, cruise, camping,...)	14.5%	9.1%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	More than one island	La Palma
Room only	56.6%	36.2%
Bed and Breakfast	9.1%	11.7%
Half board	24.5%	27.2%
Full board	0.0%	0.7%
All inclusive	9.8%	24.1%

56.6% of tourists book room only.

(La Palma: 36.2%) (Canary Islands: 27.9%)

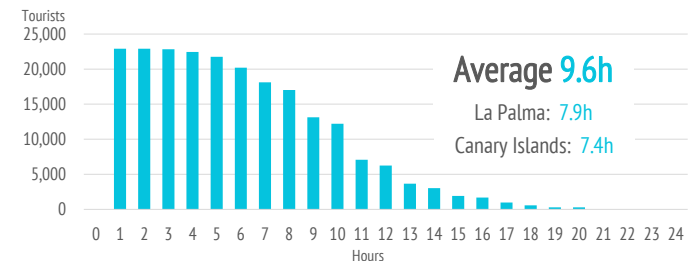
Other expenses

	More than one island	La Palma
Restaurants or cafes	69.1%	76.0%
Supermarkets	71.0%	71.4%
Car rental	58.2%	64.6%
Organized excursions	26.1%	30.0%
Taxi, transfer, chauffeur service	24.5%	34.6%
Theme Parks	4.5%	2.2%
Sport activities	8.5%	5.6%
Museums	11.0%	14.6%
Flights between islands	51.3%	5.0%

Activities in the Canary Islands

Outdoor time per day	More than one island	La Palma
0 hours	0.0%	2.7%
1 - 2 hours	0.3%	5.2%
3 - 6 hours	20.6%	26.9%
7 - 12 hours	63.1%	57.1%
More than 12 hours	16.0%	8.1%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	More than one island	La Palma
Walk, wander	77.6%	79.3%
Explore the island on their own	72.7%	75.4%
Beach	63.2%	58.3%
Taste Canarian gastronomy	44.6%	39.3%
Nature activities	38.3%	35.1%
Swimming pool, hotel facilities	28.0%	43.3%
Sport activities	25.5%	14.6%
Museums / exhibitions	19.3%	22.1%
Activities at sea	16.4%	15.0%
Astronomical observation	15.3%	15.4%
Wineries / markets / popular festivals	12.3%	18.4%
Organized excursions	10.9%	17.5%
Sea excursions / whale watching	9.9%	14.9%
Nightlife / concerts / shows	6.5%	4.6%
Theme parks	2.5%	1.8%
Beauty and health treatments	0.9%	3.6%

* Multi-choise question

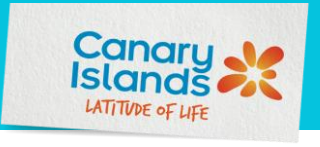
MORE THAN ONE ISLAND LA PALMA

TASTE CANARIAN GASTRONOMY 44.6% 39.3%

SPORT ACTIVITIES 25.5% 14.6%



LA PALMA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)



Tourists by number of islands visited during the trip



	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 15 years old)	22,902	6,595	1,019	244	75	75

Islands visited during the trip to La Palma

	More than one island	Tenerife	Gran Canaria	La Gomera	El Hierro	Lanzarote	Fuerteventura
Tourists (> 15 years old)	22,902	15,705	5,514	4,261	2,379	1,865	1,186
Share of tourist	100%	68.6%	24.1%	18.6%	10.4%	8.1%	5.2%

* Multi-choice question

Internet usage during their trip



	More than one island	La Palma
Research		
- Tourist package	8.7%	11.4%
- Flights	7.1%	10.8%
- Accommodation	7.9%	14.9%
- Transport	17.0%	15.4%
- Restaurants	44.1%	32.1%
- Excursions	41.5%	36.0%
- Activities	35.7%	39.4%
Book or purchase		
- Tourist package	23.3%	37.9%
- Flights	85.1%	68.3%
- Accommodation	80.0%	61.9%
- Transport	56.6%	54.3%
- Restaurants	11.5%	11.2%
- Excursions	17.9%	15.9%
- Activities	21.4%	13.4%

* Multi-choice question

Internet usage in the Canary Islands	More than one island	La Palma
Did not use the Internet	4.1%	6.7%
Used the Internet	95.9%	93.3%
- Own Internet connection	59.5%	41.7%
- Free Wifi connection	29.5%	39.9%
Applications*		
- Search for locations or maps	77.0%	75.2%
- Search for destination info	59.6%	56.1%
- Share pictures or trip videos	59.7%	54.5%
- Download tourist apps	6.7%	6.4%
- Others	13.6%	19.2%

* Multi-choice question



59.7% of tourists share pictures or trip videos during their stay in the Canary Islands

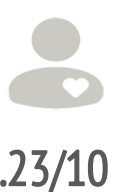
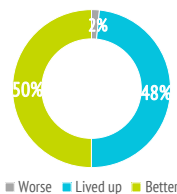
(La Palma: 54.5%) (Canary Islands: 56%)



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	More than one island	La Palma
Average rating	8.83	8.84
Experience in the Canary Islands		
Worse or much worse than expected	1.6%	1.9%
Lived up to expectations	48.4%	51.5%
Better or much better than expected	50.0%	46.6%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.96	8.86
Recommend visiting the Canary Islands	9.23	9.20



Experience in the Canary

Return to the Canary Islands

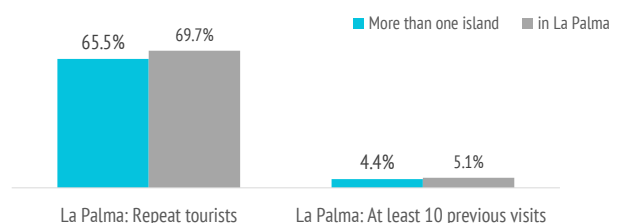
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

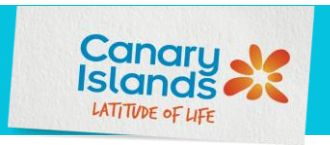


	More than one island	in La Palma
La Palma: Repeat tourists	65.5%	69.7%
La Palma: At least 10 previous visits	4.4%	5.1%

LOYALTY TO LA PALMA



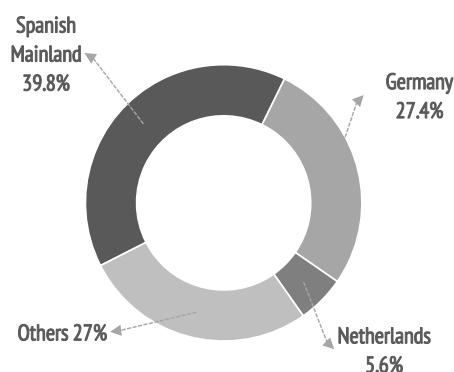
LA PALMA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)



Where are they from?



	%	Absolute
Spanish Mainland	39.8%	9,106
Germany	27.4%	6,269
Netherlands	5.6%	1,283
United Kingdom	5.1%	1,177
Belgium	3.6%	821
Switzerland	3.2%	740
France	2.8%	635
Austria	2.4%	540
Denmark	1.6%	363
Poland	1.4%	332
Italy	1.2%	266
Russia	1.1%	242
Portugal	0.6%	136
Finland	0.3%	65
Others	4.0%	927



Who do they come with?



	More than one island	La Palma
Unaccompanied	19.9%	9.4%
Only with partner	45.4%	58.2%
Only with children (< 13 years old)	1.1%	3.4%
Partner + children (< 13 years old)	4.5%	5.7%
Other relatives	6.6%	5.0%
Friends	10.0%	5.0%
Work colleagues	0.5%	0.4%
Organized trip	0.0%	0.4%
Other combinations ⁽¹⁾	12.0%	12.5%

(1) Different situations have been isolated

Tourists with children	7.7%	11.9%
- Between 0 and 2 years old	0.4%	0.7%
- Between 3 and 12 years old	6.7%	10.8%
- Between 0 -2 and 3-12 years	0.5%	0.4%
Tourists without children	92.3%	88.1%
Group composition:		
- 1 person	24.6%	12.5%
- 2 people	54.7%	63.8%
- 3 people	9.8%	11.4%
- 4 or 5 people	9.2%	11.0%
- 6 or more people	1.7%	1.4%
Average group size:	2.15	2.30

Who are they?



	More than one island	La Palma
Gender		
Men	55.2%	52.5%
Women	44.8%	47.5%
Age		
Average age (tourist > 15 years old)	44.4	51.5
Standard deviation	14.1	13.9
Age range (> 15 years old)		
16 - 24 years old	8.4%	3.2%
25 - 30 years old	14.1%	6.0%
31 - 45 years old	27.0%	22.1%
46 - 60 years old	39.3%	40.9%
Over 60 years old	11.2%	27.7%
Occupation		
Salaried worker	56.3%	54.6%
Self-employed	13.0%	10.6%
Unemployed	0.6%	1.1%
Business owner	14.2%	9.7%
Student	6.4%	2.7%
Retired	9.5%	20.4%
Unpaid domestic work	0.0%	0.4%
Others	0.0%	0.4%
Annual household income level		
Less than €25,000	23.1%	11.4%
€25,000 - €49,999	40.0%	36.5%
€50,000 - €74,999	24.0%	26.7%
More than €74,999	12.8%	25.4%
Education level		
No studies	1.2%	1.0%
Primary education	3.7%	3.1%
Secondary education	12.4%	20.7%
Higher education	82.7%	75.2%



Pictures: Freepik.com

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.

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