

PROFILE OF TOURIST VISITING LA PALMA 2022



How many are they and how much do they spend?



	La Palma	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	146,284	14,617,383
Tourist arrivals > 15 years old (EGT)	132,040	12,832,078
- book holiday package	50,425	6,128,916
- do not book holiday package	81,615	6,703,162
- % tourists who book holiday package	38.2%	47.8%
Share of total tourist	1.0%	100%
Children <= 15 years old (FRONTUR - EGT)	14,244	1,785,305
Expenditure per tourist (€)		
- book holiday package	1,089	1,314
- holiday package	1,289	1,492
- others	1,051	1,236
- do not book holiday package	238	256
- flight	965	1,152
- accommodation	267	311
- others	341	405
Average lenght of stay	8.79	9.24
- book holiday package	8.62	8.45
- do not book holiday package	8.89	9.96
Average daily expenditure (€)	138.1	160.5
- book holiday package	158.9	186.1
- do not book holiday package	125.2	137.1
Total turnover (> 15 years old) (€m)	144	16,863
- book holiday package	65	9,143
- do not book holiday package	79	7,720
AVERAGE LENGTH OF STAY (nights)		
Total	8.79	9.24
book holiday package	8.62	8.45
do not book holiday package	8.89	9.96
EXPENDITURE PER TOURIST (€)		
Total	1,089	1,314
book holiday package	1,289	1,492
do not book holiday package	965	1,152

Where did they spend their main holiday last year?*

	La Palma	Canary Islands
Didn't have holidays	19.7%	31.7%
Canary Islands	18.0%	20.4%
Other destination	62.3%	48.0%

What other destinations do they consider for this trip?*

	La Palma	Canary Islands
None	31.1%	28.3%
Canary Islands (other island)	24.4%	24.6%
Other destination	44.5%	47.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	La Palma	Canary Islands
Landscapes	66.0%	34.1%
Climate	59.9%	75.0%
Tranquility	54.6%	46.5%
Environment	48.6%	33.3%
Safety	42.7%	51.3%
Hiking trail network	37.2%	10.1%
Authenticity	36.6%	22.3%
Sea	34.8%	46.0%
European belonging	31.4%	36.5%
Price	27.4%	35.8%
Accommodation supply	27.1%	41.8%
Effortless trip	27.1%	37.5%
Gastronomy	24.5%	26.6%
Beaches	17.4%	39.3%
Exoticism	15.8%	11.8%
Fun possibilities	12.3%	23.3%
Historical heritage	10.0%	8.4%
Culture	7.3%	9.0%
Shopping	3.1%	9.1%
Nightlife	1.2%	7.9%

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 LANDSCAPES



What is the main motivation for their holidays?



	La Palma	Canary Islands
Rest	24.7%	51.1%
Enjoy family time	10.2%	16.1%
Have fun	6.2%	8.5%
Explore the destination	53.8%	20.3%
Practice their hobbies	2.6%	1.9%
Other reasons	2.5%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Palma	Canary Islands
The same day	1.4%	0.7%
Between 1 and 30 days	33.0%	27.8%
Between 1 and 2 months	30.2%	25.3%
Between 3 and 6 months	25.8%	28.8%
More than 6 months	9.5%	17.4%

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

	La Palma	Canary Islands
Previous visits to the Canary Islands	40.5%	49.8%
Friends or relatives	27.7%	30.4%
Internet or social media	62.8%	54.2%
Mass Media	4.3%	2.0%
Travel guides and magazines	13.5%	7.0%
Travel Blogs or Forums	14.3%	6.9%
Travel TV Channels	3.4%	0.8%
Tour Operator or Travel Agency	17.3%	20.7%
Public administrations or similar	3.8%	1.3%
Others	3.0%	3.2%

* Multi-choice question

With whom did they book their flight and accommodation? 🏃

	La Palma	Canary Islands
Flight		
- Directly with the airline	53.0%	50.0%
- Tour Operator or Travel Agency	47.0%	50.0%
Accommodation		
- Directly with the accommodation	40.5%	36.6%
- Tour Operator or Travel Agency	59.5%	63.4%

Where do they stay? 🏨

	La Palma	Canary Islands
1-2-3* Hotel	3.1%	10.9%
4* Hotel	58.5%	39.0%
5* Hotel / 5* Luxury Hotel	0.0%	10.5%
Aparthotel / Tourist Villa	23.0%	15.6%
House/room rented in a private dwelling	4.3%	7.2%
Private accommodation (1)	5.9%	8.7%
Others (Cottage, cruise, camping,..)	5.3%	8.1%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others



What do they book? 🎪

	La Palma	Canary Islands
Room only	29.6%	28.5%
Bed and Breakfast	19.7%	13.9%
Half board	31.6%	19.1%
Full board	1.6%	3.5%
All inclusive	17.5%	34.9%



32% of tourists book half board.

(Canary Islands: 19%)

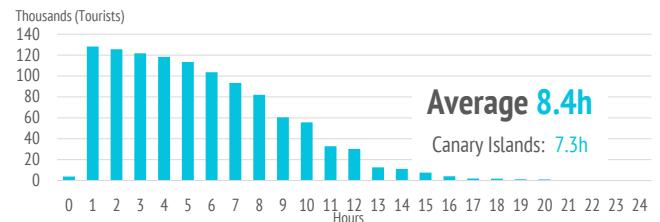
Other expenses

	La Palma	Canary Islands
Restaurants or cafes	75.1%	66.4%
Supermarkets	66.9%	55.9%
Car rental	71.5%	32.0%
Organized excursions	26.9%	23.6%
Taxi, transfer, chauffeur service	27.0%	51.8%
Theme Parks	2.0%	10.9%
Sport activities	6.1%	7.9%
Museums	8.7%	5.2%
Flights between islands	7.4%	5.0%

Activities in the Canary Islands

	La Palma	Canary Islands
0 hours	2.9%	2.5%
1 - 2 hours	4.9%	10.7%
3 - 6 hours	21.4%	32.7%
7 - 12 hours	61.2%	45.1%
More than 12 hours	9.5%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands

	La Palma	Canary Islands
Walk, wander	76.5%	73.8%
Explore the island on their own	73.8%	48.7%
Beach	60.6%	71.3%
Hiking	50.0%	18.5%
Swimming pool, hotel facilities	43.6%	61.1%
Taste Canarian gastronomy	41.1%	27.0%
Organized excursions	19.7%	17.4%
Museums / exhibitions	18.6%	10.0%
Wineries / markets / popular festivals	18.5%	10.6%
Other Nature Activities	17.6%	8.1%
Astronomical observation	16.7%	3.7%
Sea excursions / whale watching	9.8%	12.7%
Running	5.2%	5.9%
Swim	4.7%	10.1%
Scuba Diving	4.0%	3.0%
Beauty and health treatments	3.4%	5.9%
Nightlife / concerts / shows	3.1%	15.3%
Practice other sports	3.0%	4.7%
Cycling / Mountain bike	2.7%	3.3%
Theme parks	1.9%	14.4%
Surf	0.4%	3.1%
Golf	0.1%	2.1%
Windsurf / Kitesurf	0.1%	1.2%

* Multi-choice question

LA PALMA CANARY ISLANDS

HIKING

50%

18,5%



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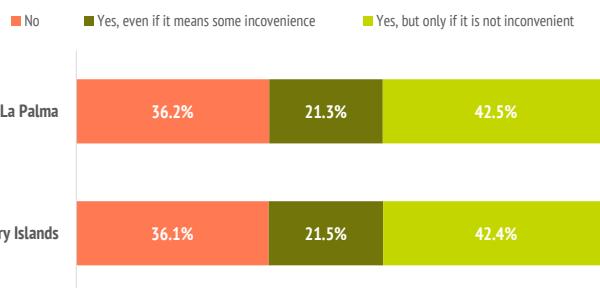
Which places do they visit in La Palma?

	%	Absolute
Santa Cruz de La Palma	76.6%	84,171
Los Llanos de Aridane	59.5%	65,353
Tazacorte Harbour	59.3%	65,153
Caldera de Taburiente	54.3%	59,694
Cumbre Vieja (new volcano)	53.7%	58,997
Los Tilos Forest	48.5%	53,292
Astronomical Observatory	48.1%	52,861
Ruta de los Volcanes	45.8%	50,315

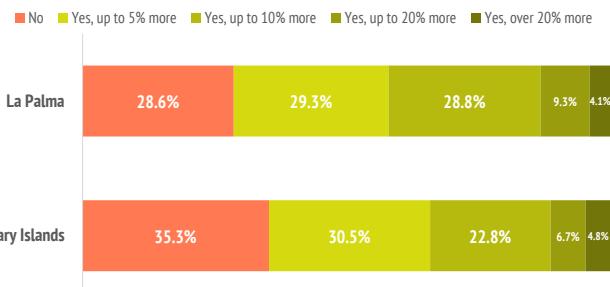
“
8 in 10 tourists in La Palma visit
Santa Cruz de La Palma

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	La Palma	Canary Islands
Quality of life on the island	8.31	8.08
Tolerance towards tourism	8.76	8.58
Cleanliness of the island	8.56	8.30
Air quality	8.84	8.49
Rational water consumption	7.76	7.46
Energy saving	7.13	6.93
Use of renewable energy	6.71	7.03
Recycling	6.82	7.14
Easy to get around by public transport	7.10	7.36
Overcrowding in tourist areas	6.60	6.65
Supply of local products	7.43	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

How many islands do they visit during their trip?

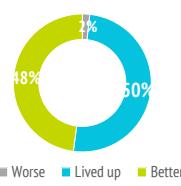
	La Palma	Canary Islands
One island	78.6%	92.6%
Two islands	18.0%	6.3%
Three or more islands	3.4%	1.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Palma	Canary Islands
Average rating	9.08	8.85

Experience in the Canary Islands	La Palma	Canary Islands
Worse or much worse than expected	1.7%	2.8%
Lived up to expectations	50.3%	53.5%
Better or much better than expected	47.9%	43.7%

Future intentions (scale 1-10)	La Palma	Canary Islands
Return to the Canary Islands	9.15	8.82
Recommend visiting the Canary Islands	9.37	9.06



9.15/10

9.37/10

Experience in the
Canary Islands

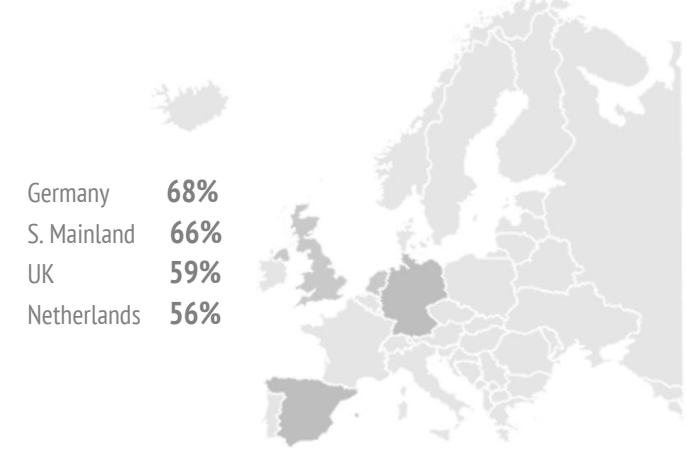
Return to the Canary
Islands

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	in La Palma	in the Canary Islands
La Palma: Repeat tourists	63.4%	8.0%
La Palma: At least 10 previous visits	5.1%	0.4%
Canary Islands: Repeat tourists	73.7%	70.1%
Canary Islands: At least 10 previous visits	17.4%	19.1%

MAIN SOURCE MARKETS: % REPEAT TOURISTS



Where are they from?

	%	Absolute
Spanish Mainland	42.6%	56,196
Germany	27.1%	35,724
United Kingdom	8.1%	10,668
Netherlands	5.6%	7,328
Switzerland	3.2%	4,290
France	2.8%	3,677
Belgium	2.5%	3,367
Luxembourg	1.5%	2,004
Denmark	1.4%	1,796
United States	1.1%	1,442
Austria	0.8%	1,012
Poland	0.7%	967
Czech Republic	0.7%	919
Italy	0.4%	551
Ireland	0.4%	517
Sweden	0.3%	443
Hungary	0.3%	409
Others	0.6%	731

Who do they come with?

	La Palma	Canary Islands
Unaccompanied	9.9%	10.0%
Only with partner	51.1%	46.1%
Only with children (< 13 years old)	4.7%	4.9%
Partner + children (< 13 years old)	6.4%	7.3%
Other relatives	5.8%	9.9%
Friends	6.7%	7.3%
Work colleagues	1.3%	0.6%
Organized trip	0.3%	0.3%
Other combinations (1)	13.8%	13.7%

(1) Different situations have been isolated

Tourists with children	14.2%	18.0%
- Between 0 and 2 years old	0.4%	1.3%
- Between 3 and 12 years old	13.5%	15.5%
- Between 0-2 and 3-12 years	0.3%	1.2%
Tourists without children	85.8%	82.0%
Group composition:		
- 1 person	11.0%	12.6%
- 2 people	58.9%	53.9%
- 3 people	13.1%	12.1%
- 4 or 5 people	14.7%	17.3%
- 6 or more people	2.3%	4.1%
Average group size:	2.47	2.60

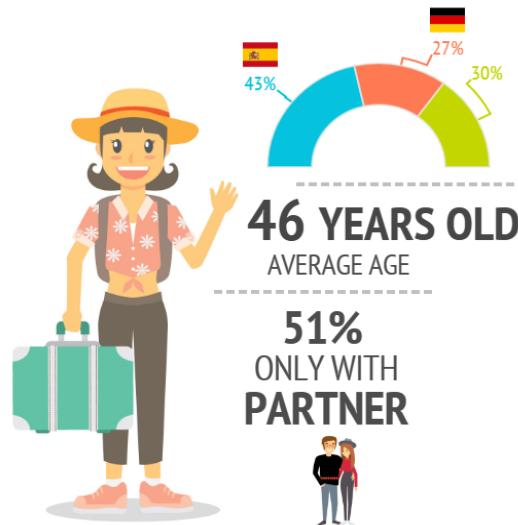
*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN

Who are they?

	La Palma	Canary Islands
<u>Gender</u>		
Men	40.7%	48.4%
Women	59.3%	51.6%
<u>Age</u>		
Average age (tourist > 15 years old)	45.9	45.7
Standard deviation	13.7	16.0
<u>Age range (> 15 years old)</u>		
16 - 24 years old	4.4%	10.4%
25 - 30 years old	12.7%	11.5%
31 - 45 years old	33.8%	29.4%
46 - 60 years old	33.1%	27.2%
Over 60 years old	16.1%	21.5%
<u>Occupation</u>		
Salaried worker	66.0%	57.4%
Self-employed	8.4%	10.8%
Unemployed	2.8%	1.0%
Business owner	7.0%	8.3%
Student	2.6%	4.6%
Retired	11.6%	16.5%
Unpaid domestic work	0.7%	0.6%
Others	0.9%	0.8%
<u>Annual household income level</u>		
Less than €25,000	15.8%	14.3%
€25,000 - €49,999	35.8%	34.3%
€50,000 - €74,999	24.1%	25.4%
More than €74,999	24.3%	26.0%
<u>Education level</u>		
No studies	0.5%	3.6%
Primary education	1.7%	1.7%
Secondary education	19.5%	20.2%
Higher education	78.2%	74.5%

Pictures: Freepik.com



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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