

# Tourist profile by municipality

## La Palma (2023)

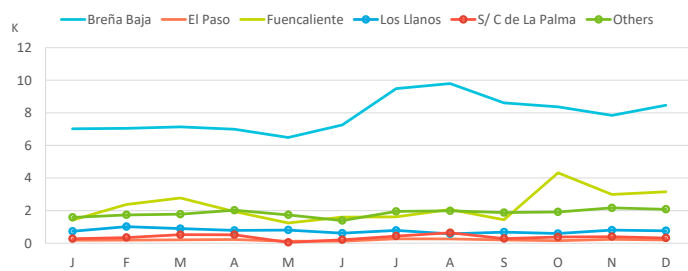


### GUESTS IN ACCOMMODATION

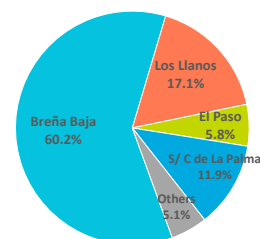
Place of residence:	Municipality of stay						Accommodation type		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
International	34,913	1,425	23,897	4,131	7,216	2,982	74,564	54,196	20,368
- United Kingdom	2,648	0	7,389	43	360	185	10,625	10,101	524
- Germany	14,087	1,222	4,063	1,132	2,011	1,369	23,884	13,023	10,861
Spanish Mainland	41,912	54	2,516	864	2,262	932	48,540	42,476	6,064
Canary Islands	17,683	889	527	4,044	9,182	4,031	36,356	21,026	15,330
<b>Total</b>	<b>94,508</b>	<b>2,368</b>	<b>26,940</b>	<b>9,039</b>	<b>18,660</b>	<b>7,945</b>	<b>159,460</b>	<b>117,698</b>	<b>41,762</b>

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	36.9%	60.2%	88.7%	45.7%	38.7%	37.5%	46.8%	46.0%	48.8%
- Reino Unido	2.8%	0.0%	27.4%	0.5%	1.9%	2.3%	6.7%	8.6%	1.3%
- Alemania	14.9%	51.6%	15.1%	12.5%	10.8%	17.2%	15.0%	11.1%	26.0%
Península	44.3%	2.3%	9.3%	9.6%	12.1%	11.7%	30.4%	36.1%	14.5%
Canarias	18.7%	37.5%	2.0%	44.7%	49.2%	50.7%	22.8%	17.9%	36.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

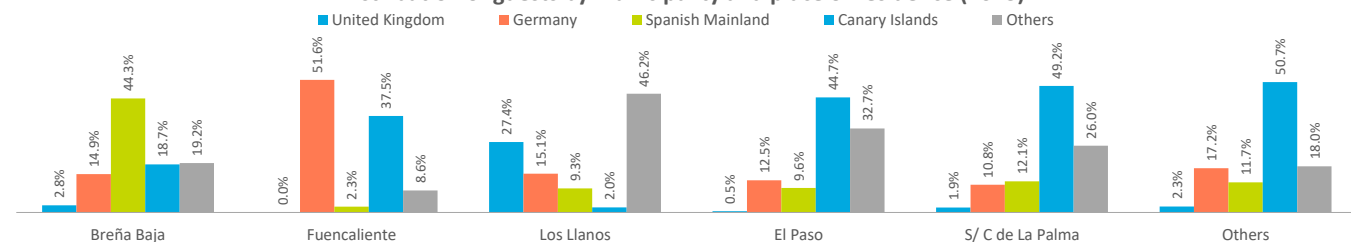
Seasonal profile of guests by municipality (2023)



Share of guests by municipality (2023)



Distribution of guests by municipality and place of residence (2023)



### Other indicators

	Municipality of stay						Accommodation type		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotelero	Extrahotelero
<b>Bednights</b>									
International	256,546	18,950	185,205	19,860	26,952	23,937	531,450	348,598	182,852
- United Kingdom	18,494	0	59,425	275	1,245	788	80,227	76,576	3,651
- Germany	130,386	16,759	33,358	9,767	8,712	14,793	213,775	90,064	123,711
Spanish Mainland	177,809	407	9,240	2,397	7,161	4,822	201,836	166,983	34,853
Canary Islands	57,196	6,288	1,402	15,825	23,423	16,668	120,802	63,714	57,088
<b>Total</b>	<b>491,551</b>	<b>25,645</b>	<b>195,847</b>	<b>38,082</b>	<b>57,536</b>	<b>45,427</b>	<b>854,088</b>	<b>579,295</b>	<b>274,793</b>
<b>Length of stay</b>									
International	7.3	13.3	7.8	4.8	3.7	--	7.1	6.4	9.0
- United Kingdom	7.0	0.0	8.0	6.4	3.5	--	7.6	7.6	7.0
- Germany	9.3	13.7	8.2	8.6	4.3	--	9.0	6.9	11.4
Spanish Mainland	4.2	7.5	3.7	2.8	3.2	--	4.2	3.9	5.7
Canary Islands	3.2	7.1	2.7	3.9	2.6	--	3.3	3.0	3.7
<b>Total</b>	<b>5.2</b>	<b>10.8</b>	<b>7.3</b>	<b>4.2</b>	<b>3.1</b>	<b>--</b>	<b>5.4</b>	<b>--</b>	<b>--</b>
ADR (€)	78.5	62.7	62.1	56.9	51.0	--	69.5	75.2	56.7
RevPar (€)	56.6	29.5	28.6	36.3	38.6	--	42.9	44.8	37.9
Total revenue (€ million)	21.6	0.8	6.7	1.4	1.9	--	33.5	25.1	8.4
Bed-space occupancy rate (%)	55.9	28.3	42.0	46.0	36.5	--	47.4	49.3	43.9
Occupancy rate per room/apartment	72.0	47.1	46.1	63.8	75.6	--	61.7	59.6	66.9
Tourist population <sup>(1)</sup>	1,347	70	537	104	158	124	2,340	--	--
Employment	336	20	223	39	58	47	723	520	203

<sup>(1)</sup> Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

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 (2023)

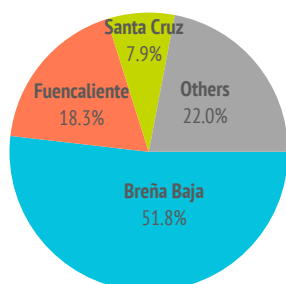


### How many are they and how much do they spend?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourist arrivals (≥ 16 years old)	69,413	24,531	10,534	<b>133,951</b>
Average daily expenditure (€)	--	--	--	<b>140.83</b>
Average lenght of stay	8.58	8.30	9.34	<b>9.71</b>
Turnover per tourist (€)	--	--	--	<b>1,241</b>
Total turnover (≥ 16 years old)(€m)	--	--	--	<b>166</b>
Share of total turnover	--	--	--	<b>100%</b>
Share of total tourists	51.8%	18.3%	7.9%	<b>100%</b>

Share of tourists by municipality (2023)



### What is the main motivation for their holidays?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Rest	20.8%	51.5%	11.7%	<b>25.6%</b>
Explore the destination	60.3%	32.4%	60.1%	<b>52.5%</b>
Other reasons	18.9%	16.1%	28.2%	<b>21.9%</b>

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



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Between 0 and 30 days	16.4%	28.8%	19.1%	<b>18.6%</b>
Between 1 and 2 months	28.7%	32.4%	20.9%	<b>28.4%</b>
More than 3 months	54.9%	38.8%	60.1%	<b>53.0%</b>

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



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Previous visits to the Canary Islands	46.8%	35.8%	38.9%	<b>45.3%</b>
Friends or relatives	21.4%	14.6%	32.3%	<b>23.9%</b>
Internet or social media	48.0%	69.6%	68.2%	<b>55.4%</b>
Tour Operator or Travel Agency	26.6%	28.6%	1.7%	<b>20.9%</b>
Others	38.2%	37.2%	60.7%	<b>40.3%</b>

(\*) Multi-choise question

### What do they book?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Room only/ Bed & Breakfast	34.0%	4.0%	96.3%	<b>42.3%</b>
Half board / Full board	54.0%	15.3%	3.7%	<b>34.9%</b>
All inclusive	12.0%	80.7%	0.0%	<b>22.8%</b>

#### ROOM ONLY / BED & BREAKFAST



(Canary Islands: 33.2%)

### Importance of each factor in the destination choice



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Landscapes	70.8%	50.8%	68.5%	<b>67.6%</b>
Climate	62.8%	68.9%	44.5%	<b>63.0%</b>
Environment	58.0%	43.6%	47.3%	<b>52.3%</b>
Tranquility	50.4%	57.3%	50.5%	<b>50.4%</b>
Safety	48.9%	45.4%	27.9%	<b>42.6%</b>
Sea	41.8%	34.7%	43.0%	<b>38.5%</b>
Authenticity	37.5%	27.2%	40.2%	<b>34.6%</b>
European belonging	33.9%	33.5%	25.0%	<b>30.7%</b>
Effortless trip	29.8%	28.2%	23.0%	<b>27.2%</b>
Gastronomy	27.5%	21.4%	37.5%	<b>26.3%</b>
Accommodation supply	25.0%	39.1%	17.3%	<b>25.5%</b>
Price	25.2%	31.5%	24.2%	<b>24.2%</b>
Beaches	23.9%	19.0%	25.5%	<b>21.3%</b>
Exoticism	20.4%	18.8%	16.7%	<b>18.1%</b>
Fun possibilities	18.0%	19.9%	10.5%	<b>16.7%</b>
Historical heritage	16.4%	10.8%	15.2%	<b>13.7%</b>
Culture	11.7%	10.3%	8.4%	<b>10.6%</b>
Shopping	7.6%	7.5%	5.8%	<b>6.8%</b>
Nightlife	5.7%	6.1%	2.1%	<b>4.7%</b>
Hiking trail network	0.0%	0.0%	0.0%	<b>0.0%</b>

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.

### Where do they stay?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Type of accommodation</b>				
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	81.3%	95.2%	39.9%	<b>64.8%</b>
- Apartment	17.6%	2.0%	21.2%	<b>17.7%</b>
- Private accommodation	0.8%	1.0%	28.7%	<b>11.7%</b>
- Other type of accommodation	0.3%	1.7%	10.1%	<b>5.8%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	72.6%	87.4%	42.4%	<b>52.5%</b>
- Apartment	26.5%	4.2%	20.9%	<b>25.3%</b>
- Private accommodation	0.5%	4.6%	29.8%	<b>15.1%</b>
- Other type of accommodation	0.4%	3.8%	6.9%	<b>7.2%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	85.5%	92.6%	51.8%	<b>78.5%</b>
- Apartment	13.5%	7.0%	17.0%	<b>13.8%</b>
- Private accommodation	0.6%	0.1%	24.8%	<b>5.5%</b>
- Other type of accommodation	0.4%	0.3%	6.4%	<b>2.2%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	90.3%	99.5%	68.7%	<b>88.0%</b>
- Apartment	5.6%	0.0%	31.3%	<b>6.1%</b>
- Private accommodation	4.0%	0.0%	0.0%	<b>3.3%</b>
- Other type of accommodation	0.0%	0.5%	0.0%	<b>2.6%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	79.7%	97.4%	24.8%	<b>55.0%</b>
- Private accommodation	19.2%	0.9%	22.1%	<b>17.4%</b>
- Apartment	1.0%	0.0%	36.5%	<b>18.1%</b>
- Other type of accommodation	0.0%	1.7%	16.6%	<b>9.5%</b>

#### Lenght of stay (all markets)

	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Type of accommodation</b>				
- Hotel	8.2	8.2	9.8	<b>8.3</b>
- Apartment	10.1	10.3	9.3	<b>11.4</b>
- Private accommodation	12.4	13.8	8.5	<b>13.1</b>
- Other type of accommodation	8.2	11.0	10.2	<b>13.1</b>

# Tourist profile by municipality

## La Palma (2023)



### Activities in the Canary Islands



Outdoor time per day	Breña Baja	Fuencaliente	Santa Cruz	La Palma
0 - 8 hours	50.3%	82.7%	27.5%	<b>57.1%</b>
More than 8 hours	49.7%	17.3%	72.5%	<b>42.9%</b>

Activities in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Walk, wander	81.7%	71.0%	84.4%	<b>79.8%</b>
Explore the island on their own	75.2%	67.1%	84.8%	<b>75.0%</b>
Beach	65.5%	51.8%	85.7%	<b>65.2%</b>
Nature activities	55.2%	43.3%	75.5%	<b>55.9%</b>
Swimming pool, hotel facilities	55.4%	75.3%	13.6%	<b>46.6%</b>
Taste Canarian gastronomy	41.5%	22.9%	61.0%	<b>41.7%</b>
Organized excursions	28.9%	26.3%	42.8%	<b>26.0%</b>
Museums / exhibitions	24.2%	20.9%	31.6%	<b>22.8%</b>
Wineries/markets/popular festivals	19.6%	8.0%	24.7%	<b>19.0%</b>
Astronomical observation	14.9%	12.8%	23.7%	<b>15.8%</b>
Sport activities	6.3%	10.0%	9.3%	<b>9.1%</b>
Nightlife / concerts / shows	3.9%	10.1%	14.0%	<b>6.8%</b>
Activities at sea	5.8%	9.7%	3.7%	<b>6.7%</b>
Beauty and health treatments	3.2%	8.2%	1.1%	<b>3.7%</b>
Theme parks	0.9%	0.9%	0.6%	<b>1.4%</b>
Sea excursions / whale watching	0.0%	0.0%	0.0%	<b>0.0%</b>

(\*) Pregunta multirespuesta

### ¿Con quién vienen?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Unaccompanied	4.1%	1.3%	8.5%	<b>6.2%</b>
Only with partner	59.6%	60.1%	57.4%	<b>58.1%</b>
With children	15.5%	20.4%	9.6%	<b>15.7%</b>
Other relatives	9.4%	13.6%	13.5%	<b>10.3%</b>
Other combination	11.4%	4.6%	11.0%	<b>9.6%</b>
With children (under the age of 13)	8.9%	21.6%	3.5%	<b>11.5%</b>

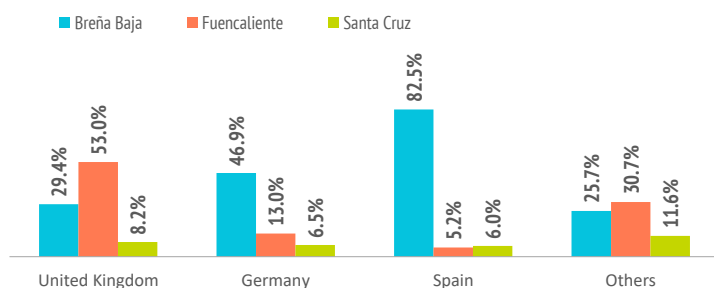
\* Share over total answers

### Where are they from?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Tourists (&gt; 15 years old)</b>				
United Kingdom	3,137	5,650	872	<b>10,655</b>
Germany	19,537	5,420	2,714	<b>41,652</b>
Spain	37,433	2,343	2,729	<b>45,391</b>
Others	9,306	11,118	4,219	<b>36,252</b>
<b>% Tourists</b>				
United Kingdom	29.4%	53.0%	8.2%	<b>100%</b>
Germany	46.9%	13.0%	6.5%	<b>100%</b>
Spain	82.5%	5.2%	6.0%	<b>100%</b>
Others	25.7%	30.7%	11.6%	<b>100%</b>

### Tourist arrivals by municipality (2023)



### Who are they?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Gender</b>				
Menos de 50.000€	44.7%	34.0%	45.8%	<b>43.9%</b>
Women	55.3%	66.0%	54.2%	<b>56.1%</b>
<b>Age range (&gt; 15 years old)</b>				
16 - 44 years old	31.9%	54.2%	76.3%	<b>42.2%</b>
Over 44 years old	68.1%	45.8%	23.6%	<b>57.8%</b>
<b>Occupation</b>				
Active	72.9%	89.6%	83.2%	<b>77.0%</b>
Inactive	27.1%	10.4%	16.8%	<b>23.0%</b>
<b>Annual household income level</b>				
Less than €50,000	53.1%	47.1%	44.5%	<b>48.7%</b>
More than €50,000	46.9%	52.9%	55.5%	<b>51.3%</b>
<b>Education level</b>				
No studies/Primary education	4.9%	3.8%	0.0%	<b>3.6%</b>
Secondary education	18.1%	21.2%	15.3%	<b>18.5%</b>
Higher education	77.0%	75.0%	84.7%	<b>77.9%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Average rating	9.11	8.86	8.92	<b>9.01</b>

Experience in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Worse or much worse than expected	2.5%	3.2%	0.3%	<b>2.1%</b>
Lived up to expectations	47.1%	47.2%	53.1%	<b>48.7%</b>
Better or much better than expected	50.3%	49.6%	46.6%	<b>49.2%</b>

Future intentions (scale 1-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Return to the Canary Islands	9.26	8.89	8.82	<b>9.07</b>
Recommend visiting the Canary Islands	9.51	9.16	9.32	<b>9.38</b>

9.07/10

Return to the Canary Islands

9.38/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?



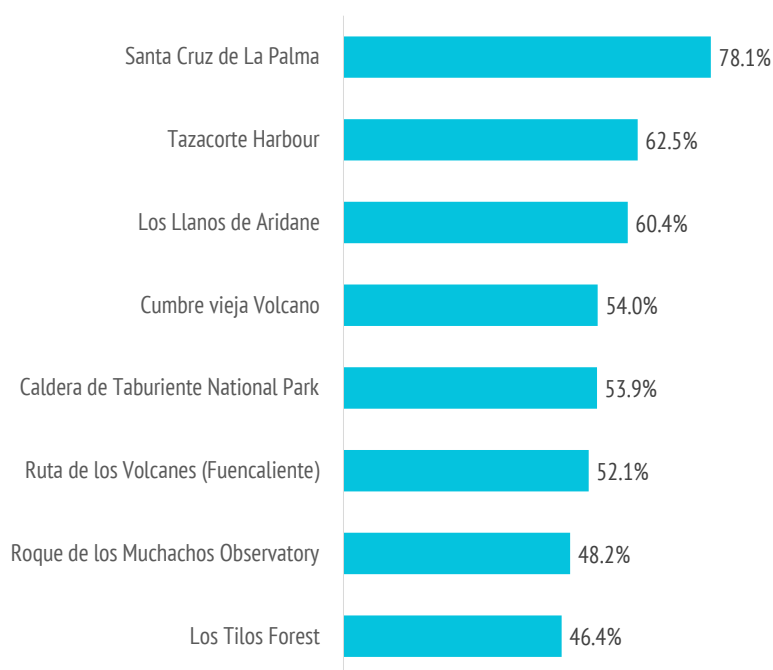
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
<b>Repeat tourists</b>				
- Germany	86.1%	73.0%	84.1%	<b>81.7%</b>
- Spain	84.8%	99.3%	74.6%	<b>84.9%</b>
- United Kingdom	95.0%	68.4%	68.9%	<b>76.3%</b>
- Others	75.1%	61.4%	52.2%	<b>64.3%</b>
<b>Repeat tourists (3 or more visits)</b>				
- Germany	72.9%	62.6%	41.1%	<b>66.0%</b>
- Spain	61.6%	98.2%	64.0%	<b>63.7%</b>
- United Kingdom	86.8%	47.1%	37.6%	<b>59.8%</b>
- Others	53.9%	36.3%	25.1%	<b>42.9%</b>

### How many islands do they visit during their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
One island	83.5%	82.6%	55.3%	<b>80.0%</b>
Two or more islands	16.5%	17.4%	44.7%	<b>20.0%</b>

## WHICH PLACES DO THEY VISIT IN LA PALMA?\*



\*\*Multi-choice question

”

**7 in 10** tourists in La Palma visit  
**Santa Cruz de La Palma**