

# Profile of tourist visiting La Palma

## 2016



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



	La Palma	Canary Islands
Tourist arrivals (> 16 years old)	221,541	13,114,359
Average daily expenditure (€)	122.55	135.94
. in their place of residence	86.97	98.03
. in the Canary Islands	35.58	37.90
Average length of stay	10.36	9.36
Turnover per tourist (€)	1,122	1,141
Total turnover (> 16 years old) (€m)	249	14,957
Share of total turnover	1.7%	100%
Share of total tourist	1.7%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (**)</b>		
<b>Accommodation (**):</b>	<b>46.68</b>	<b>47.11</b>
- Accommodation	39.20	40.52
- Additional accommodation expenses	7.48	6.60
<b>Transport:</b>	<b>51.99</b>	<b>26.01</b>
- Public transport	5.09	5.14
- Taxi	3.34	6.94
- Car rental	43.56	13.93
<b>Food and drink:</b>	<b>167.56</b>	<b>148.33</b>
- Food purchases at supermarkets	70.43	63.46
- Restaurants	97.13	84.87
<b>Souvenirs:</b>	<b>34.26</b>	<b>53.88</b>
<b>Leisure:</b>	<b>26.91</b>	<b>34.52</b>
- Organized excursions	16.77	14.95
- Leisure, amusement	1.45	4.55
- Trip to other islands	1.61	1.85
- Sporting activities	4.39	5.11
- Cultural activities	2.04	2.04
- Discos and disco-pubs	0.65	6.01
<b>Others:</b>	<b>15.17</b>	<b>13.91</b>
- Wellness	1.78	3.23
- Medical expenses	1.16	1.69
- Other expenses	12.23	8.99

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



	La Palma	Canary Islands
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	12.6%	14.7%
Between 31 and 90 days	40.8%	34.3%
More than 90 days	34.0%	36.2%

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



	La Palma	Canary Islands
Flight only	13.6%	8.8%
Flight and accommodation (room only)	32.9%	25.7%
Flight and accommodation (B&B)	13.5%	8.0%
Flight and accommodation (half board)	23.5%	20.4%
Flight and accommodation (full board)	1.5%	4.3%
Flight and accommodation (all inclusive)	15.0%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>39.4%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	36.0%	11.8%
- Sporting activities	4.0%	5.3%
- Excursions	7.9%	5.7%
- Trip to other islands	2.0%	1.6%

### How do they book?

	La Palma	Canary Islands
<b>Accommodation booking</b>		
<b>Tour Operator</b>	<b>30.9%</b>	<b>42.3%</b>
- Tour Operator's website	79.9%	78.8%
<b>Accommodation</b>	<b>16.0%</b>	<b>14.7%</b>
- Accommodation's website	88.0%	83.5%
<b>Travel agency (High street)</b>	<b>22.9%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>24.0%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>6.2%</b>	<b>6.0%</b>

	La Palma	Canary Islands
<b>Flight booking</b>		
<b>Tour Operator</b>	<b>33.3%</b>	<b>44.6%</b>
- Tour Operator's website	81.3%	76.3%
<b>Airline</b>	<b>28.8%</b>	<b>24.8%</b>
- Airline's website	96.3%	96.2%
<b>Travel agency (High street)</b>	<b>22.6%</b>	<b>19.1%</b>
<b>Online Travel Agency (OTA)</b>	<b>15.3%</b>	<b>11.5%</b>

### Where do they stay?



	La Palma	Canary Islands
<b>5* Hotel</b>	<b>0.0%</b>	<b>7.1%</b>
<b>4* Hotel</b>	<b>37.3%</b>	<b>39.6%</b>
<b>1-2-3* Hotel</b>	<b>10.3%</b>	<b>14.6%</b>
<b>Apartment</b>	<b>43.7%</b>	<b>31.5%</b>
<b>Property (privately-owned, friends, family)</b>	<b>5.9%</b>	<b>4.6%</b>
<b>Others</b>	<b>2.8%</b>	<b>2.6%</b>

### Who are they?



	La Palma	Canary Islands
<b>Gender</b>		
Percentage of men	47.9%	48.5%
Percentage of women	52.1%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	48.9	46.3
Standard deviation	13.4	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	3.4%	8.2%
25-30 years old	7.6%	11.1%
31-45 years old	28.5%	29.1%
46-60 years old	40.3%	30.9%
Over 60 years old	20.3%	20.7%
<b>Occupation</b>		
Business owner or self-employed	19.8%	23.1%
Upper/Middle management employee	46.4%	36.1%
Auxiliary level employee	11.1%	15.5%
Students	3.3%	5.1%
Retired	16.7%	18.0%
Unemployed / unpaid dom. work	2.5%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	13.6%	17.8%
€24,001 - €36,000	18.2%	19.4%
€36,001 - €48,000	18.3%	16.9%
€48,001 - €60,000	17.6%	14.6%
€60,001 - €72,000	10.3%	9.5%
€72,001 - €84,000	6.0%	6.0%
More than €84,000	16.0%	15.8%

(\*) 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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## 2016



### Tourist per year

Tourist (> 16 years old):	La Palma	Canary Islands	Year on year growth (%)	La Palma	Canary Islands
2012	145,084	10,051,044		--	--
2013	143,472	10,425,147		-1.1%	3.7%
2014	138,916	10,932,170		-3.2%	4.9%
2015	163,425	11,314,639		17.6%	3.5%
2016	221,541	13,114,359		35.6%	15.9%

### Who do they come with?



	La Palma	Canary Islands	Aspects influencing the choice	La Palma	Canary Islands
Unaccompanied	10.4%	9.1%	Climate/sun	82.0%	89.8%
Only with partner	61.1%	47.6%	Scenery	61.3%	21.9%
Only with children (under the age of 13)	1.1%	1.5%	Tranquillity/rest/relaxation	40.3%	36.6%
Partner + children (under the age of 13)	8.9%	11.8%	Active tourism	31.2%	5.1%
Other relatives	3.8%	6.0%	Visiting new places	16.6%	14.6%
Friends	3.5%	6.1%	Quality of the environment	14.7%	6.5%
Work colleagues	0.1%	0.3%	Beaches	12.3%	34.5%
Other combinations <sup>(1)</sup>	11.3%	17.5%	Security	5.3%	11.1%

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

### How do they rate the destination?



Impression of their stay	La Palma	Canary Islands	Aspects influencing the choice	La Palma	Canary Islands
Good or very good (% tourists)	98.3%	94.1%	Climate/sun	82.0%	89.8%
Average rating (scale 1-10)	9.23	8.90	Scenery	61.3%	21.9%

### How many are loyal to the destination?

Repeat tourists of the island	La Palma	Canary Islands	Aspects influencing the choice	La Palma	Canary Islands
Repeat tourists	38.1%	77.3%	Climate/sun	82.0%	89.8%
In love (at least 10 previous visits)	5.0%	16.1%	Scenery	61.3%	21.9%

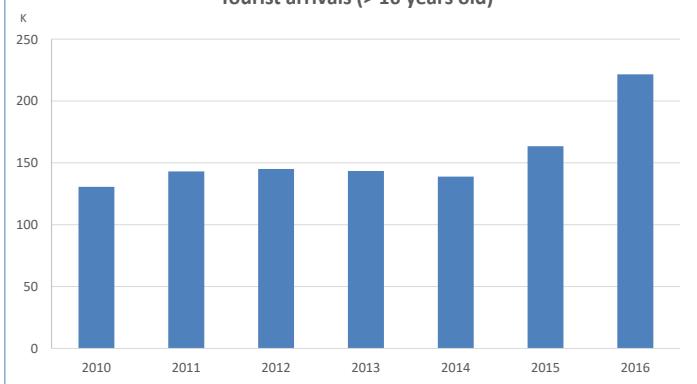
### Where are they from?



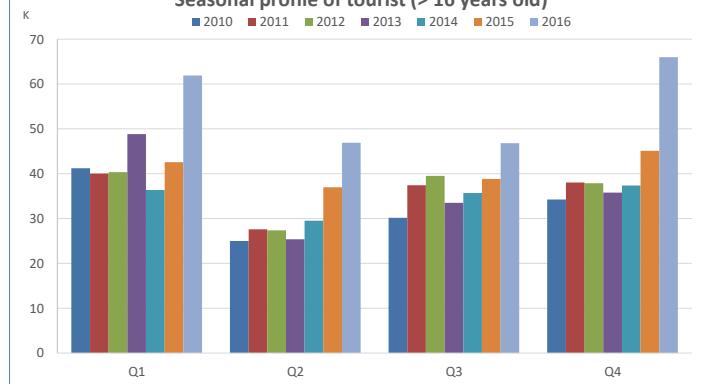
Ten main source markets	Share	Absolute	Aspects motivating the choice	La Palma	Canary Islands
Germany	36.8%	81,455	Previous visits to the Canary Islands	64.3%	64.1%
Spanish Mainland	18.5%	40,972	Recommendation by friends or relatives	34.5%	34.5%
United Kingdom	13.7%	30,387	The Canary Islands television channel	0.1%	0.3%
Netherlands	9.4%	20,718	Other television or radio channels	3.1%	0.8%
Austria	7.4%	16,435	Information in the press/magazines/books	7.0%	3.8%
France	4.3%	9,500	Attendance at a tourism fair	1.1%	0.5%
Belgium	4.0%	8,952	Tour Operator's brochure or catalogue	4.1%	8.0%
Czech Republic	2.0%	4,391	Recommendation by Travel Agency	5.9%	9.7%
Switzerland	0.7%	1,528	Information obtained via the Internet	26.3%	25.8%
Italy	0.6%	1,300	Senior Tourism programme	0.6%	0.2%
Others				5.6%	6.1%

\* Multi-choice question

### Tourist arrivals (> 16 years old)



### Seasonal profile of tourist (> 16 years old)



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.