

PROFILE OF TOURIST VISITING LA PALMA

2018

Canary Islands
LATITUDE OF LIFE

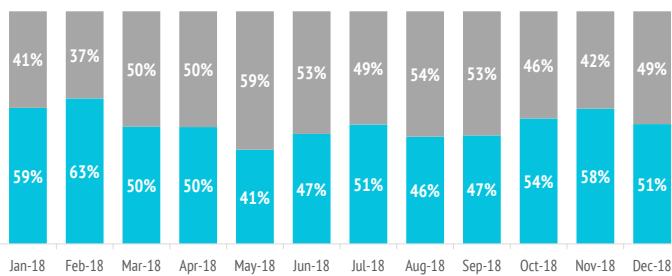
How many are they and how much do they spend?



	La Palma	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	274,238	15,559,787
Tourist arrivals > 15 years old (EGT)	249,069	13,485,651
- book holiday package	139,288	7,848,516
- do not book holiday package	109,781	5,637,135
- % tourists who book holiday package	55.9%	58.2%
Share of total tourist	1.8%	100%

% TOURISTS

■ book holiday package ■ do not book holiday package



Source: Frontur (ISTAC)

Expenditure per tourist (€)



	La Palma	Canary Islands
- book holiday package	1,165	1,309
- holiday package	930	1,064
- others	235	246
- do not book holiday package	1,057	1,037
- flight	325	288
- accommodation	322	350
- others	409	399

Average length of stay



	La Palma	Canary Islands
- book holiday package	9.05	8.66
- do not book holiday package	12.33	10.23

Average daily expenditure (€)



	La Palma	Canary Islands
- book holiday package	135.2	159.8
- do not book holiday package	101.5	121.0

Total turnover (> 15 years old) (€m)



	La Palma	Canary Islands
- book holiday package	162	10,277
- do not book holiday package	116	5,848

AVERAGE LENGTH OF STAY (nights)

■ La Palma ■ Canary Islands



EXPENDITURE PER TOURIST (€)



■ La Palma ■ Canary Islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

Why do they choose La Palma?



	La Palma	Canary Islands
Climate	72.9%	78.1%
Landscapes	67.9%	31.6%
Tranquility	53.9%	46.2%
Environment	46.6%	30.6%
Safety	40.4%	51.4%
Hiking trail network	40.2%	9.0%
Sea	36.6%	43.3%
Authenticity	30.1%	19.1%
European belonging	29.6%	35.8%
Accommodation supply	29.4%	41.7%
Effortless trip	26.7%	34.8%
Price	23.4%	36.5%
Gastronomy	19.1%	22.6%
Beaches	15.1%	37.1%
Exoticism	10.3%	10.5%
Fun possibilities	10.2%	20.7%
Historical heritage	7.1%	7.1%
Culture	4.7%	7.3%
Shopping	3.5%	9.6%
Nightlife	1.3%	7.5%

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 HIKING TRAIL NETWORK

LA PALMA
40.2%



CANARY ISLANDS
9.0%

What is the main motivation for their holidays?



	La Palma	Canary Islands
Rest	29.7%	55.1%
Enjoy family time	9.1%	14.7%
Have fun	2.9%	7.8%
Explore the destination	48.3%	18.5%
Practice their hobbies	4.7%	1.8%
Other reasons	5.4%	2.1%

EXPLORE THE DESTINATION



48.3%



18.5%

How far in advance do they book their trip?



	La Palma	Canary Islands
The same day	0.4%	0.7%
Between 1 and 30 days	22.3%	23.2%
Between 1 and 2 months	21.8%	23.0%
Between 3 and 6 months	36.3%	32.4%
More than 6 months	19.2%	20.7%

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

	La Palma	Canary Islands
Previous visits to the Canary Islands	49.7%	50.9%
Friends or relatives	29.0%	27.8%
Internet or social media	65.9%	56.1%
Mass Media	3.8%	1.7%
Travel guides and magazines	25.7%	9.5%
Travel Blogs or Forums	7.2%	5.4%
Travel TV Channels	1.9%	0.7%
Tour Operator or Travel Agency	24.3%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.2%	2.3%

* Multi-choice question

 With whom did they book their flight and accommodation? 

	La Palma	Canary Islands
Flight		
- Directly with the airline	38.6%	39.5%
- Tour Operator or Travel Agency	61.4%	60.5%
Accommodation		
- Directly with the accommodation	29.6%	28.8%
- Tour Operator or Travel Agency	70.4%	71.2%

 Where do they stay? 

	La Palma	Canary Islands
1-2-3* Hotel	10.3%	12.8%
4* Hotel	41.2%	37.7%
5* Hotel / 5* Luxury Hotel	0.0%	6.8%
Aparthotel / Tourist Villa	20.3%	23.6%
House/room rented in a private dwelling	9.0%	5.3%
Private accommodation (1)	7.6%	7.0%
Others (Cottage, cruise, camping,..)	11.6%	6.8%

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



 What do they book? 

	La Palma	Canary Islands
Room only	38.3%	28.8%
Bed and Breakfast	13.0%	11.7%
Half board	25.3%	22.4%
Full board	0.8%	3.0%
All inclusive	22.6%	34.1%



38.3% of tourists book room only.

(Canary Islands: 28.8%)

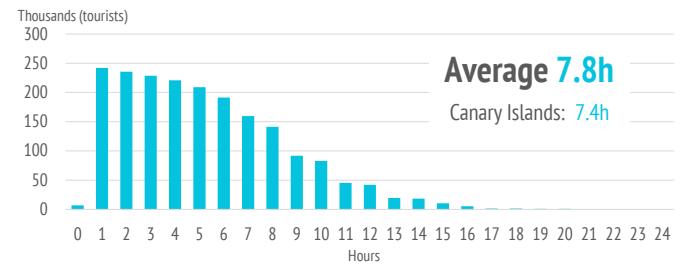
 Other expenses 

	La Palma	Canary Islands
Restaurants or cafes	78.8%	63.2%
Supermarkets	73.2%	55.9%
Car rental	67.0%	26.6%
Organized excursions	28.6%	21.8%
Taxi, transfer, chauffeur service	38.7%	51.7%
Theme Parks	1.6%	8.8%
Sport activities	7.1%	6.4%
Museums	12.5%	5.0%
Flights between islands	5.6%	4.8%

 Activities in the Canary Islands 

Outdoor time per day	La Palma	Canary Islands
0 hours	2.8%	2.2%
1 - 2 hours	5.4%	10.0%
3 - 6 hours	27.6%	32.6%
7 - 12 hours	56.3%	46.5%
More than 12 hours	7.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Palma	Canary Islands
Walk, wander	82.6%	71.0%
Explore the island on their own	74.8%	46.5%
Beach	55.7%	68.0%
Taste Canarian gastronomy	43.5%	25.4%
Swimming pool, hotel facilities	39.1%	58.9%
Nature activities	30.7%	10.0%
Wineries / markets / popular festivals	21.4%	12.0%
Museums / exhibitions	20.8%	9.8%
Organized excursions	18.7%	17.9%
Sport activities	14.4%	14.3%
Sea excursions / whale watching	14.0%	11.3%
Astronomical observation	13.0%	3.4%
Activities at sea	12.6%	9.8%
Nightlife / concerts / shows	4.4%	15.5%
Beauty and health treatments	3.7%	5.7%
Theme parks	2.2%	15.5%

* Pregunta multirrespuesta

LA PALMA CANARY ISLANDS

 EXPLORE THE ISLAND
ON THEIR OWN

74.8%

46.5%


 ASTRONOMICAL
OBSERVATION

13%

3.4%



Which places do they visit in La Palma?

	%	Absolute
Santa Cruz de La Palma	74.2%	168,035
Los Llanos de Aridane	65.0%	147,017
Tazacorte Harbour	63.4%	143,604
La Caldera de Taburiente National P	62.8%	142,229
Fuencaliente	59.8%	135,309
Roque de los Muchachos Observato	40.7%	92,158
Los Tilos Forest	40.6%	91,991

“

7 in 10 tourists in La Palma visit
Santa Cruz de la Palma (capital of the island)



Internet usage during their trip

	La Palma	Canary Islands
Research		
- Tourist package	12.5%	15.4%
- Flights	11.2%	13.0%
- Accommodation	16.7%	17.7%
- Transport	13.2%	15.6%
- Restaurants	30.2%	27.0%
- Excursions	30.8%	26.3%
- Activities	35.9%	31.0%
Book or purchase		
- Tourist package	38.7%	38.1%
- Flights	66.1%	64.4%
- Accommodation	56.7%	54.5%
- Transport	52.8%	44.7%
- Restaurants	10.1%	10.5%
- Excursions	11.5%	11.4%
- Activities	11.7%	12.5%

* Multi-choice question

	La Palma	Canary Islands
Internet usage in the Canary Island		
Did not use the Internet	9.3%	9.8%
Used the Internet	90.7%	90.2%
- Own Internet connection	40.0%	36.5%
- Free Wifi connection	41.8%	41.1%
Applications*		
- Search for plans or maps	70.6%	60.7%
- Search for destination info	51.1%	44.7%
- Share pictures or trip videos	57.4%	55.6%
- Download tourist apps	5.9%	6.5%
- Others	23.2%	23.9%

* Multi-choice question

How many islands do they visit during their trip?

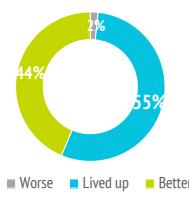
	La Palma	Canary Islands
One island	89.5%	90.9%
Two islands	8.2%	7.7%
Three or more islands	2.3%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Palma	Canary Islands
Average rating	8.75	8.58

Experience in the Canary Islands	La Palma	Canary Islands
Worse or much worse than expected	1.7%	2.9%
Lived up to expectations	54.6%	57.4%
Better or much better than expected	43.7%	39.7%

Future intentions (scale 1-10)	La Palma	Canary Islands
Return to the Canary Islands	8.85	8.60
Recommend visiting the Canary Island	9.16	8.86



8.85/10

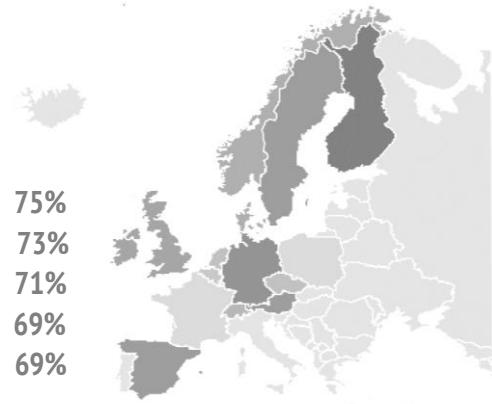


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How many are loyal to the Canary Islands?

	in La Palma	in the Canary Islands
La Palma: Repeat tourists	67.6%	8.4%
La Palma: At least 10 previous visits	5.2%	0.3%
Canary Islands: Repeat tourists	78.9%	71.0%
Canary Islands: At least 10 previous visits	15.1%	17.8%

TOP 5: % REPEAT TOURISTS BY MARKETS



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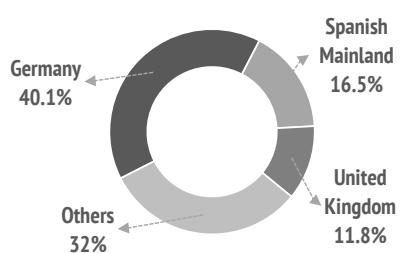
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Where are they from?



	%	Absolute
Germany	40.1%	99,946
Spanish Mainland	16.5%	41,099
United Kingdom	11.8%	29,317
Netherlands	8.3%	20,712
France	4.6%	11,420
Sweden	3.8%	9,579
Denmark	3.2%	7,850
Belgium	2.6%	6,514
Switzerland	2.2%	5,381
Poland	1.5%	3,614
Norway	1.2%	2,943
Austria	1.1%	2,761
Finland	0.8%	1,963
Italy	0.7%	1,632
Ireland	0.2%	441
Czech Republic	0.1%	292
Russia	0.1%	252
Others	1.3%	3,353



Who do they come with?



	La Palma	Canary Islands
Unaccompanied	8.1%	8.9%
Only with partner	58.3%	47.4%
Only with children (< 13 years old)	3.4%	5.9%
Partner + children (< 13 years old)	7.0%	7.2%
Other relatives	5.2%	9.0%
Friends	3.9%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.5%	0.2%
Other combinations (1)	13.2%	14.6%
(1) Different situations have been isolated		
Tourists with children	14.0%	19.3%
- Between 0 and 2 years old	1.4%	1.8%
- Between 3 and 12 years old	11.8%	15.8%
- Between 0-2 and 3-12 years	0.8%	1.6%
Tourists without children	86.0%	80.7%
Group composition:		
- 1 person	10.8%	12.4%
- 2 people	63.1%	54.1%
- 3 people	10.0%	12.6%
- 4 or 5 people	13.4%	17.1%
- 6 or more people	2.7%	3.8%
Average group size:	2.43	2.58

Who are they?



	La Palma	Canary Islands
Gender		
Men	45.8%	48.2%
Women	54.2%	51.8%
Age		
Average age (tourist > 15 years old)	50.2	46.7
Standard deviation	14.0	15.3
Age range (> 15 years old)		
16 - 24 years old	4.4%	7.7%
25 - 30 years old	5.9%	10.8%
31 - 45 years old	25.1%	28.6%
46 - 60 years old	39.4%	31.3%
Over 60 years old	25.2%	21.5%
Occupation		
Salaried worker	53.3%	55.5%
Self-employed	11.6%	11.0%
Unemployed	0.7%	1.1%
Business owner	9.2%	9.2%
Student	4.4%	4.2%
Retired	19.2%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	12.1%	17.0%
€25,000 - €49,999	37.2%	36.5%
€50,000 - €74,999	28.2%	25.0%
More than €74,999	22.5%	21.5%
Education level		
No studies	1.9%	4.8%
Primary education	2.3%	2.8%
Secondary education	20.4%	23.1%
Higher education	75.4%	69.3%



4 IN 10 TOURISTS ARE

GERMAN

50 YEARS OLD

AVERAGE AGE

58%

ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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