

Tourist profile by quarter of trip (2016)

La Palma



How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	61,898	46,894	46,789	65,961	221,541
Average daily expenditure (€)	127.44	111.07	115.85	130.88	122.55
in their place of residence	90.00	75.72	86.86	92.21	86.97
in the Canary Islands	37.43	35.35	28.99	38.67	35.58
Average length of stay	10.72	9.99	11.48	9.49	10.36
Turnover per tourist (€)	1,225	964	1,172	1,103	1,122
Total turnover (> 16 years old) (€m)	75.8	45.2	54.8	72.8	248.6
Turnover: share by quarter	30.5%	18.2%	22.1%	29.3%	100%
Tourist arrivals: share by quarter	27.9%	21.2%	21.1%	29.8%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
	Q1	Q2	Q3	Q4	Total
Accommodation (**):	46.91	54.90	27.73	54.07	46.68
- Accommodation	38.46	47.47	22.79	45.65	39.20
- Additional accommodation expenses	8.45	7.43	4.94	8.42	7.48
Transport:	62.39	42.63	52.60	48.45	51.99
- Public transport	5.55	3.37	5.11	5.87	5.09
- Taxi	3.58	2.51	4.93	2.58	3.34
- Car rental	53.25	36.76	42.56	40.00	43.56
Food and drink:	195.11	152.72	153.60	162.15	167.56
- Food purchases at supermarkets	88.46	59.75	73.34	59.03	70.43
- Restaurants	106.65	92.97	80.26	103.12	97.13
Souvenirs:	32.40	32.97	37.54	34.60	34.26
Leisure:	22.05	28.69	33.48	25.54	26.91
- Organized excursions	13.20	19.01	22.57	14.42	16.77
- Leisure, amusement	1.40	1.47	2.60	0.66	1.45
- Trip to other islands	0.77	1.05	3.42	1.51	1.61
- Sporting activities	5.48	4.65	2.26	4.70	4.39
- Cultural activities	0.65	2.51	2.07	3.01	2.04
- Discos and disco-pubs	0.56	0.01	0.57	1.24	0.65
Others:	15.04	19.63	18.45	9.81	15.17
- Wellness	1.46	3.64	1.31	1.09	1.78
- Medical expenses	1.26	1.68	1.01	0.82	1.16
- Other expenses	12.32	14.31	16.13	7.90	12.23

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	0.3%	0.2%	0.1%	0.3%
Between 2 and 7 days	5.9%	9.1%	2.9%	3.4%	5.2%
Between 8 and 15 days	6.4%	7.5%	8.4%	6.3%	7.0%
Between 16 and 30 days	13.7%	13.9%	12.4%	10.5%	12.6%
Between 31 and 90 days	39.8%	42.5%	36.5%	43.9%	40.8%
More than 90 days	33.5%	26.8%	39.6%	35.8%	34.0%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	13.4%	11.1%	14.6%	14.9%	13.6%
Flight and accommodation (room only)	37.0%	34.8%	24.6%	33.6%	32.9%
Flight and accommodation (B&B)	16.5%	9.5%	6.2%	18.7%	13.5%
Flight and accommodation (half board)	19.7%	23.5%	29.4%	22.9%	23.5%
Flight and accommodation (full board)	0.7%	2.9%	0.8%	2.0%	1.5%
Flight and accommodation (all inclusive)	12.8%	18.2%	24.5%	8.0%	15.0%
% Tourists using low-cost airlines	38.9%	40.9%	32.8%	43.1%	39.4%
Other expenses in their place of residence:					
- Car rental	42.3%	34.1%	31.8%	34.2%	36.0%
- Sporting activities	4.6%	5.1%	3.1%	3.5%	4.0%
- Excursions	9.7%	6.3%	8.3%	7.0%	7.9%
- Trip to other islands	2.0%	0.9%	1.1%	3.5%	2.0%

(*) 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.

How do they book?

	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	34.2%	35.2%	25.6%	28.5%	30.9%
- Tour Operator's website	66.5%	85.7%	85.2%	85.6%	79.9%
Accommodation	15.1%	14.2%	16.7%	17.6%	16.0%
- Accommodation's website	89.8%	81.4%	90.0%	89.0%	88.0%
Travel agency (High street)	20.4%	18.4%	31.1%	22.6%	22.9%
Online Travel Agency (OTA)	23.4%	27.9%	18.9%	25.3%	24.0%
No need to book accommodation	6.9%	4.3%	7.7%	5.9%	6.2%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	33.4%	34.0%	31.7%	34.0%	33.3%
- Tour Operator's website	67.4%	81.1%	86.1%	89.2%	81.3%
Airline	30.8%	28.1%	25.9%	29.5%	28.8%
- Airline's website	97.8%	96.5%	99.3%	92.9%	96.3%
Travel agency (High street)	22.6%	19.7%	27.6%	21.0%	22.6%
Online Travel Agency (OTA)	13.2%	18.3%	14.8%	15.5%	15.3%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	33.1%	39.0%	44.9%	34.8%	37.3%
1-2-3* Hotel	13.2%	9.1%	10.3%	8.5%	10.3%
Apartment	44.6%	44.5%	34.7%	48.5%	43.7%
Property (privately-owned, friends, family)	6.0%	3.9%	7.7%	5.9%	5.9%
Others	3.1%	3.4%	2.4%	2.3%	2.8%

Who are they?

	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	38.6%	44.7%	53.5%	54.9%	47.9%
Percentage of women	61.4%	55.3%	46.5%	45.1%	52.1%
Age					
Average age (tourists > 16 years old)	50.4	50.4	45.3	48.9	48.9
Standard deviation	13.7	12.7	12.8	13.6	13.4
Age range (> 16 years old)					
16-24 years old	3.6%	1.1%	6.4%	2.7%	3.4%
25-30 years old	7.4%	7.8%	9.9%	5.9%	7.6%
31-45 years old	24.6%	23.8%	34.3%	31.3%	28.5%
46-60 years old	37.9%	43.9%	36.8%	42.4%	40.3%
Over 60 years old	26.6%	23.4%	12.6%	17.6%	20.3%
Occupation					
Business owner or self-employed	20.7%	16.7%	21.3%	20.3%	19.8%
Upper/Middle management employee	42.6%	43.5%	52.2%	48.2%	46.4%
Auxiliary level employee	9.8%	13.7%	12.3%	9.8%	11.1%
Students	2.7%	0.9%	3.4%	5.5%	3.3%
Retired	20.7%	21.7%	8.3%	15.3%	16.7%
Unemployed / unpaid dom. work	3.6%	3.5%	2.5%	0.9%	2.5%
Annual household income level					
€12,000 - €24,000	15.5%	12.8%	15.0%	11.7%	13.6%
€24,001 - €36,000	14.8%	20.4%	15.3%	21.4%	18.2%
€36,001 - €48,000	18.5%	19.5%	21.0%	15.5%	18.3%
€48,001 - €60,000	14.3%	10.8%	23.2%	21.6%	17.6%
€60,001 - €72,000	7.2%	11.7%	8.2%	13.3%	10.3%
€72,001 - €84,000	9.7%	4.8%	5.2%	4.2%	6.0%
More than €84,000	20.0%	20.0%	12.2%	12.3%	16.0%

Tourist profile by quarter of trip (2016)

La Palma



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	560,886	562,021	604,857	600,909	2,328,674
- Fuerteventura	473,171	461,607	484,107	495,222	1,914,107
- Gran Canaria	991,937	750,985	847,744	1,064,140	3,654,806
- Tenerife	1,261,312	1,159,088	1,184,832	1,280,669	4,885,901
- La Palma	61,898	46,894	46,789	65,961	221,541

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.7%	18.9%	19.1%	17.1%	17.9%
- Fuerteventura	14.1%	15.5%	15.3%	14.1%	14.7%
- Gran Canaria	29.6%	25.2%	26.8%	30.3%	28.1%
- Tenerife	37.7%	38.9%	37.4%	36.5%	37.6%
- La Palma	1.8%	1.6%	1.5%	1.9%	1.7%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.5%	7.7%	7.2%	14.4%	10.4%
Only with partner	66.7%	66.6%	49.1%	60.3%	61.1%
Only with children (under the age of 13)	1.2%	1.0%	2.5%	0.2%	1.1%
Partner + children (under the age of 13)	5.8%	6.2%	17.3%	7.6%	8.9%
Other relatives	3.8%	2.2%	5.1%	4.0%	3.8%
Friends	4.1%	5.1%	1.4%	3.2%	3.5%
Work colleagues	0.2%	0.0%	0.0%	0.0%	0.1%
Other combinations ⁽¹⁾	7.7%	11.3%	17.3%	10.4%	11.3%

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

How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	98.5%	98.1%	98.6%	97.8%	98.3%
Average rating (scale 1-10)	9.21	9.20	9.26	9.26	9.23

How many are loyal to the destination?

Repeat tourists of the island	Q1	Q2	Q3	Q4	Total
Repeat tourists	44.6%	33.7%	29.8%	40.9%	38.1%
In love (at least 10 previous visits)	5.5%	5.6%	6.5%	3.0%	5.0%

Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
Germany	26,559	15,874	14,495	24,528	81,455
Spanish Mainland	8,907	11,428	13,279	7,358	40,972
United Kingdom	8,816	6,920	3,450	11,201	30,387
Netherlands	5,370	4,616	5,208	5,523	20,718
Austria	3,700	1,538	2,139	9,059	16,435
France	1,663	3,385	2,751	1,701	9,500
Belgium	3,214	1,619	1,973	2,145	8,952
Czech Republic	0	0	1,482	2,909	4,391
Switzerland	528	230	128	642	1,528
Italy	600	347	253	100	1,300

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	85.0%	77.7%	75.6%	86.8%	82.0%
Scenery	64.4%	67.1%	55.5%	58.5%	61.3%
Tranquillity/rest/relaxation	40.2%	39.0%	43.8%	38.9%	40.3%
Active tourism	35.5%	32.0%	25.3%	30.9%	31.2%
Visiting new places	10.8%	19.9%	20.0%	17.4%	16.6%
Quality of the environment	15.3%	14.8%	17.4%	12.0%	14.7%
Beaches	7.9%	8.2%	15.9%	16.9%	12.3%
Security	4.1%	3.9%	8.4%	5.2%	5.3%
Price	4.8%	7.8%	4.9%	2.3%	4.7%
Ease of travel	4.3%	2.7%	1.6%	4.0%	3.3%
Rural tourism	3.4%	2.0%	2.2%	1.3%	2.2%
Culture	3.0%	0.0%	2.6%	2.3%	2.1%
Nightlife/fun	0.4%	0.0%	0.0%	4.4%	1.4%
Suitable destination for children	1.6%	0.7%	2.9%	0.5%	1.3%
Nautical activities	0.9%	0.7%	1.0%	0.6%	0.8%
Security against natural catastrophes	0.2%	0.6%	0.5%	0.6%	0.4%

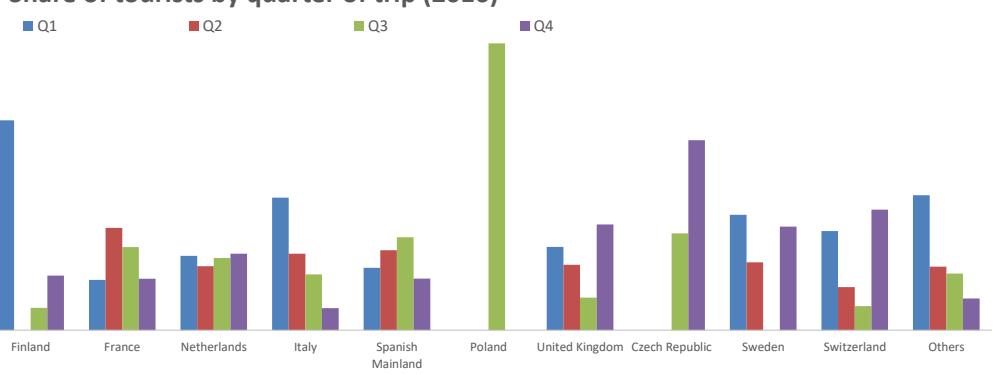
* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	69.0%	63.1%	59.4%	64.2%	64.3%
Recommendation by friends or relatives	35.7%	34.0%	34.0%	34.2%	34.5%
The Canary Islands television channel	0.0%	0.2%	0.0%	0.2%	0.1%
Other television or radio channels	3.0%	3.1%	4.6%	2.1%	3.1%
Information in the press/magazines/books	6.1%	7.5%	8.9%	6.3%	7.0%
Attendance at a tourism fair	0.5%	1.5%	2.5%	0.5%	1.1%
Tour Operator's brochure or catalogue	3.9%	4.7%	6.2%	2.2%	4.1%
Recommendation by Travel Agency	6.7%	5.4%	8.6%	3.7%	5.9%
Information obtained via the Internet	18.1%	28.6%	29.4%	30.1%	26.3%
Senior Tourism programme	0.2%	2.5%	0.0%	0.0%	0.6%
Others	8.0%	5.4%	3.6%	4.9%	5.6%

* Multi-choice question

Share of tourists by quarter of trip (2016)



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.