

Profile of tourist visiting La Palma 2015



How many they are and how much do they spend?



	La Palma	Canary Islands
Tourist arrivals (> 16 years old)	167,100	12,310,044
Average daily expenditure (€)	118.50	133.60
. in their place of residence	83.68	95.33
. in the Canary Islands	34.81	38.27
Average length of stay	10.41	9.46
Turnover per tourist (€)	1,097	1,125
Total turnover (>16 years old) (€m)	183	13,854
Share of total turnover	1.3%	100%
Share of total tourist	1.4%	100%
Expenditure in the Canary Islands per tourist and trip (€)		
Accommodation (*) :	46.80	44.10
- Accommodation	39.53	37.76
- Additional accommodation expenses	7.26	6.33
Transport:	56.24	27.41
- Public transport	7.40	4.99
- Taxi	4.72	7.42
- Car rental	44.12	14.99
Food and drink:	164.13	153.13
- Food purchases at supermarkets	63.09	68.64
- Restaurants	101.04	84.49
Souvenirs:	29.37	55.15
Leisure:	23.07	36.28
- Organized excursions	12.92	14.63
- Leisure, amusement	1.76	5.23
- Trip to other islands	2.18	1.51
- Sporting activities	3.42	5.38
- Cultural activities	1.68	2.18
- Discos and disco-pubs	1.11	7.34
Others:	16.14	15.71
- Wellness	2.19	2.97
- Medical expenses	0.83	1.46
- Other expenses	13.12	11.28

How far in advance do they book their trip?



	La Palma	Canary Islands
The same day they leave	0.0%	0.6%
Between 2 and 7 days	5.5%	7.3%
Between 8 and 15 days	9.8%	8.9%
Between 16 and 30 days	17.9%	15.4%
Between 31 and 90 days	37.3%	33.9%
More than 90 days	29.5%	33.8%

What do they book at their place of residence?



	La Palma	Canary Islands
Flight only	14.2%	11.1%
Flight and accommodation (room only)	33.3%	25.5%
Flight and accommodation (B&B)	8.8%	7.6%
Flight and accommodation (half board)	25.0%	18.3%
Flight and accommodation (full board)	1.6%	4.4%
Flight and accommodation (all inclusive)	17.0%	33.2%
% Tourists using low-cost airlines	34.9%	47.1%
Other expenses in their place of residence:		
- Car rental	35.9%	11.5%
- Sporting activities	4.4%	5.4%
- Excursions	7.5%	5.7%
- Combined trip to other islands	1.9%	2.0%

How do they book?



	La Palma	Canary Islands
Accommodation booking		
Tour Operator	35.0%	42.8%
- Tour Operator's website	82.3%	78.8%
Accommodation	16.9%	14.0%
- Accommodation's website	85.1%	81.9%
Travel agency (High street)	20.2%	19.8%
Online Travel Agency (OTA)	21.4%	15.4%
No need to book accommodation	6.5%	8.0%

	La Palma	Canary Islands
Flight booking		
Tour Operator	37.2%	45.5%
- Tour Operator's website	80.6%	77.7%
Airline	26.5%	24.9%
- Airline's website	97.9%	96.2%
Travel agency (High street)	21.0%	18.6%
Online Travel Agency (OTA)	15.3%	11.0%

Where do they stay?



	La Palma	Canary Islands
5* Hotel	0.0%	6.8%
4* Hotel	39.6%	37.7%
1-2-3* Hotel	11.8%	15.0%
Apartment	40.2%	30.3%
Property (privately-owned, friends, family)	6.4%	7.0%
Others	1.9%	3.2%

How are they?



	La Palma	Canary Islands
Gender		
Percentage of men	50.3%	49.8%
Percentage of women	49.7%	50.2%

	La Palma	Canary Islands
Age		
Average age (tourists > 16 years old)	48.4	44.5
Standard deviation	13.7	14.9

	La Palma	Canary Islands
Age range		
16-24 years old	3.3%	8.8%
25-30 years old	8.6%	13.1%
31-45 years old	29.7%	32.8%
46-60 years old	37.5%	28.4%
Over 60 years old	21.0%	17.0%

	La Palma	Canary Islands
Occupation		
Business owner or self-employed	16.8%	23.7%
Upper/Middle management employee	47.2%	37.1%
Auxiliary level employee	12.8%	16.6%
Students	3.7%	5.6%
Retired	17.3%	14.5%
Unemployed / unpaid dom. work	2.3%	2.5%

	La Palma	Canary Islands
Annual household income level		
€12,000 - €24,000	16.8%	18.3%
€24,001 - €36,000	19.4%	18.9%
€36,001 - €48,000	16.3%	16.9%
€48,001 - €60,000	15.2%	14.6%
€60,001 - €72,000	9.0%	9.2%
€72,001 - €84,000	5.4%	6.1%
More than €84,000	18.0%	16.0%

(*) Bear in mind that 86% of the tourists visiting La Palma pay the accommodation before travelling.

Profile of tourist visiting La Palma 2015

Tourist per year

Tourists (> 16 years old)	La Palma	Canary Islands
2011	164,416	10,960,604
2012	153,878	10,701,588
2013	151,555	11,150,021
2014	168,474	11,951,495
2015	167,100	12,310,044

Year on year growth (%)	La Palma	Canary Islands
2011	--	--
2012	-6.4%	-2.4%
2013	-1.5%	4.2%
2014	11.2%	7.2%
2015	-0.8%	3.0%

Who do they come with?



	La Palma	Canary Islands
Unaccompanied	10.7%	9.8%
Only with partner	62.4%	48.0%
Only with children (under the age of 13)	1.1%	1.4%
Partner + children (under the age of 13)	5.8%	11.8%
Other relatives	3.9%	6.4%
Friends	4.8%	6.1%
Work colleagues	0.4%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	La Palma	Canary Islands
Climate/sun	79.9%	89.3%
Tranquillity/rest/relaxation	41.8%	37.9%
Beaches	6.0%	33.6%
Scenery	61.8%	22.6%
Price	7.2%	14.1%
Visiting new places	16.8%	14.1%
Ease of travel	3.7%	8.3%
Suitable destination for children	1.7%	7.7%
Security	2.5%	7.5%
Quality of the environment	13.6%	6.4%
Active tourism	35.8%	5.2%
Nightlife/fun	0.2%	4.3%
Theme parks	0.1%	3.1%
Shopping	0.2%	3.0%
Culture	1.3%	2.7%
Nautical activities	1.0%	2.1%

* Multi-choice question

How do they value the destination?



Impression of their stay	La Palma	Canary Islands
Good or very good (% tourists)	95.7%	93.3%
Average rating (scale 1-10)	9.01	8.84

How many are loyal to the destination?

Percentage of repeat tourists	La Palma	Canary Islands
Repeat tourists of the island	34.0%	76.4%
-more than 10 visits to the island	2.2%	16.7%

Where are they from?



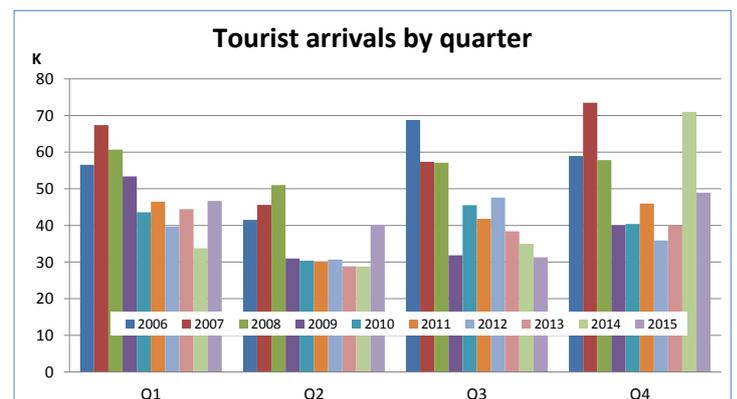
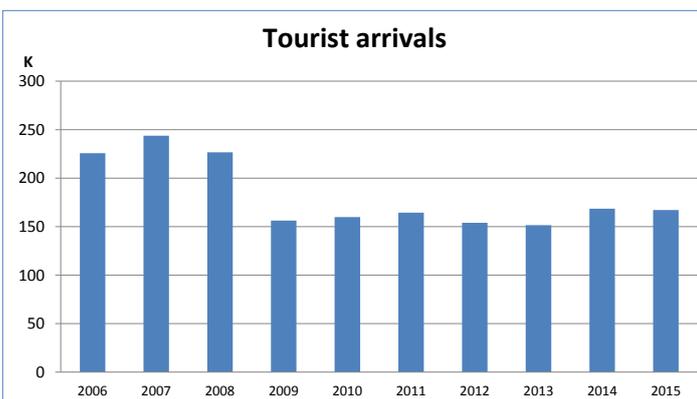
Ten main source markets	Share	Absolute
Germany	34.3%	57,391
Spain	25.2%	42,084
United Kingdom	15.4%	25,814
Netherlands	10.4%	17,348
Belgium	4.9%	8,235
France	3.2%	5,322
Switzerland	1.7%	2,785
Austria	1.1%	1,812
Italy	0.8%	1,361
Norway	0.7%	1,239

What did motivate them to come?



Aspects motivating the choice	La Palma	Canary Islands
Previous visits to the Canary Islands	66.4%	64.1%
Recommendation by friends or relatives	33.6%	34.7%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	3.1%	0.7%
Information in the press/magazines/books	8.2%	3.7%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	7.1%	8.2%
Recommendation by Travel Agency	4.8%	9.5%
Information obtained via the Internet	29.9%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	6.9%	6.7%

* Multi-choice question



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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