

Tourist profile by quarter of trip (2015)

La Palma: All markets

How many they are and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	46,683	40,201	31,301	48,915	167,100
Average daily expenditure (€)	124.06	117.24	117.19	115.05	118.50
. in their place of residence	88.69	82.65	86.66	77.85	83.68
. in the Canary Islands	35.36	34.59	30.54	37.20	34.81
Average length of stay	10.10	11.03	10.72	9.99	10.41
Turnover per tourist (€)	1,121	1,115	1,107	1,053	1,097
Total turnover (> 16 years old) (€m)	52.3	44.8	34.7	51.5	183.4
Share of turnover	28.5%	24.5%	18.9%	28.1%	100%
Share of tourist	27.9%	24.1%	18.7%	29.3%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	47.05	46.60	27.58	59.02	46.80
- Accommodation	34.43	43.75	20.93	52.85	39.53
- Additional accommodation expenses	12.63	2.85	6.64	6.17	7.26
Transport:	55.53	45.42	53.32	67.68	56.24
- Public transport	10.83	6.93	4.92	6.11	7.40
- Taxi	7.20	3.75	3.79	3.74	4.72
- Car rental	37.49	34.75	44.61	57.84	44.12
Food and drink:	164.01	172.60	140.69	172.28	164.13
- Food purchases at supermarkets	62.19	68.78	49.37	68.06	63.09
- Restaurants	101.82	103.81	91.32	104.22	101.04
Souvenirs:	27.76	26.29	27.49	34.63	29.37
Leisure:	22.26	24.20	29.95	18.52	23.07
- Organized excursions	12.29	13.20	19.48	9.10	12.92
- Leisure, amusement	1.66	3.21	1.51	0.82	1.76
- Trip to other islands	1.65	2.25	3.07	2.07	2.18
- Sporting activities	3.86	3.16	1.45	4.49	3.42
- Cultural activities	1.50	2.09	1.30	1.77	1.68
- Discos and disco-pubs	1.32	0.29	3.14	0.28	1.11
Others:	14.88	25.72	12.72	11.65	16.14
- Wellness	1.91	1.41	3.37	2.36	2.19
- Medical expenses	0.94	1.15	0.85	0.45	0.83
- Other expenses	12.03	23.16	8.50	8.84	13.12

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.1%	0.0%	0.0%	0.0%	0.0%
Between 2 and 7 days	4.2%	6.3%	6.6%	5.3%	5.5%
Between 8 and 15 days	10.4%	9.2%	10.6%	9.3%	9.8%
Between 16 and 30 days	18.1%	14.2%	16.2%	21.7%	17.9%
Between 31 and 90 days	37.0%	43.7%	33.8%	34.7%	37.3%
More than 90 days	30.2%	26.5%	32.8%	29.0%	29.5%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	14.5%	15.3%	12.1%	14.5%	14.2%
Flight and accommodation (room only)	33.9%	35.8%	23.7%	36.9%	33.3%
Flight and accommodation (B&B)	12.4%	10.8%	5.9%	5.6%	8.8%
Flight and accommodation (half board)	27.1%	22.5%	28.7%	22.8%	25.0%
Flight and accommodation (full board)	1.6%	1.7%	1.7%	1.5%	1.6%
Flight and accommodation (all inclusive)	10.5%	13.9%	28.0%	18.8%	17.0%
% Tourists using low-cost airlines	29.4%	31.0%	37.9%	41.4%	34.9%
Other expenses in their place of residence:	0.0%	0.0%	0.0%	0.0%	0.0%
- Car rental	38.8%	40.2%	31.3%	32.3%	35.9%
- Sporting activities	4.0%	4.8%	3.4%	5.1%	4.4%
- Excursions	6.1%	6.6%	7.9%	9.4%	7.5%
- Combined trip to other islands	2.0%	2.7%	1.3%	1.7%	1.9%

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

How do they book?

	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	41.0%	30.2%	36.7%	32.1%	35.0%
- Tour Operator's website	84.1%	82.1%	77.2%	83.8%	82.3%
Accommodation	19.0%	18.9%	8.3%	18.7%	16.9%
- Accommodation's website	83.0%	86.2%	71.0%	90.4%	85.1%
Travel agency (High street)	13.1%	25.0%	29.1%	17.4%	20.2%
Online Travel Agency (OTA)	20.5%	20.0%	17.4%	26.0%	21.4%
No need to book accommodation	6.5%	5.9%	8.5%	5.8%	6.5%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	38.9%	35.8%	37.8%	36.5%	37.2%
- Tour Operator's website	80.4%	77.5%	78.4%	84.9%	80.6%
Airline	34.1%	27.5%	13.0%	26.8%	26.5%
- Airline's website	97.5%	99.5%	94.9%	98.1%	97.9%
Travel agency (High street)	15.3%	22.2%	29.6%	20.1%	21.0%
Online Travel Agency (OTA)	11.7%	14.5%	19.6%	16.6%	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	36.7%	34.1%	57.6%	35.3%	39.6%
1-2-3* Hotel	10.5%	14.3%	9.7%	12.4%	11.8%
Apartment	43.3%	44.9%	23.2%	44.3%	40.2%
Property (privately-owned, friends, family)	6.5%	4.9%	8.9%	6.0%	6.4%
Others	3.0%	1.8%	0.6%	1.9%	1.9%

How are they?

	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	47.7%	53.7%	51.7%	49.2%	50.3%
Percentage of women	52.3%	46.3%	48.3%	50.8%	49.7%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	49.3	49.5	45.7	48.5	48.4
Standard deviation	14.1	14.0	13.6	12.8	13.7

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	3.2%	2.6%	4.1%	3.5%	3.3%
25-30 years old	7.8%	10.0%	12.0%	6.1%	8.6%
31-45 years old	28.8%	25.0%	35.1%	30.9%	29.7%
46-60 years old	36.3%	36.8%	32.0%	42.6%	37.5%
Over 60 years old	23.9%	25.6%	16.9%	17.0%	21.0%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	21.2%	14.5%	14.1%	16.1%	16.8%
Upper/Middle management employee	46.0%	50.1%	46.0%	46.6%	47.2%
Auxiliary level employee	8.0%	10.7%	19.8%	14.7%	12.8%
Students	3.1%	2.7%	6.5%	3.1%	3.7%
Retired	21.4%	19.8%	12.5%	14.3%	17.3%
Unemployed / unpaid dom. work	0.3%	2.2%	1.0%	5.1%	2.3%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	14.8%	13.5%	22.3%	18.4%	16.8%
€24,001 - €36,000	15.3%	23.0%	21.6%	19.0%	19.4%
€36,001 - €48,000	15.9%	13.8%	14.3%	20.0%	16.3%
€48,001 - €60,000	17.8%	16.3%	8.4%	15.8%	15.2%
€60,001 - €72,000	9.7%	10.1%	9.9%	6.6%	9.0%
€72,001 - €84,000	4.7%	5.5%	6.7%	5.1%	5.4%
More than €84,000	21.6%	17.8%	16.8%	15.1%	18.0%

Tourist profile by quarter of trip (2015)

La Palma: All markets



Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	532,277	556,411	597,768	555,789	2,242,245
- Fuerteventura	421,454	446,399	466,945	471,216	1,806,014
- Gran Canaria	986,083	650,907	780,001	1,030,269	3,447,259
- Tenerife	1,148,998	928,946	1,198,155	1,242,115	4,518,215
- La Palma	46,683	40,201	31,301	48,915	167,100

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.0%	21.2%	19.4%	16.6%	18.4%
- Fuerteventura	13.4%	17.0%	15.2%	14.1%	14.8%
- Gran Canaria	31.4%	24.8%	25.4%	30.8%	28.3%
- Tenerife	36.6%	35.4%	39.0%	37.1%	37.1%
- La Palma	1.5%	1.5%	1.0%	1.5%	1.4%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.7%	9.8%	10.3%	11.8%	10.7%
Only with partner	60.8%	68.2%	55.1%	63.9%	62.4%
Only with children (under the age of 13)	1.4%	0.6%	2.1%	0.5%	1.1%
Partner + children (under the age of 13)	5.5%	4.7%	10.8%	3.8%	5.8%
Other relatives	4.3%	2.0%	4.3%	4.9%	3.9%
Friends	7.1%	4.8%	3.1%	3.7%	4.8%
Work colleagues	0.7%	0.6%	0.0%	0.2%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	83.5%	79.4%	76.5%	79.1%	79.9%
Scenery	66.7%	56.2%	64.4%	59.9%	61.8%
Tranquillity/rest/relaxation	41.1%	42.8%	45.4%	39.3%	41.8%
Active tourism	36.7%	38.2%	28.2%	37.7%	35.8%
Visiting new places	16.7%	19.1%	18.4%	13.9%	16.8%
Quality of the environment	12.0%	12.8%	17.3%	13.6%	13.6%
Price	5.1%	6.8%	11.1%	6.9%	7.2%
Beaches	4.4%	4.9%	8.4%	7.0%	6.0%
Ease of travel	5.6%	3.4%	2.6%	3.0%	3.7%
Rural tourism	3.8%	4.3%	0.6%	1.9%	2.8%
Security	2.1%	3.1%	2.4%	2.3%	2.5%
Suitable destination for children	1.6%	1.7%	2.1%	1.7%	1.7%
Culture	1.1%	1.9%	0.8%	1.3%	1.3%
Nautical activities	1.8%	1.0%	0.7%	0.3%	1.0%
Shopping	0.0%	0.2%	0.0%	0.6%	0.2%
Nightlife/fun	0.7%	0.0%	0.0%	0.0%	0.2%

How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.0%	97.3%	99.0%	93.9%	95.7%
Average rating (scale 1-10)	8.82	9.10	9.25	8.98	9.01

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists of the island	39.0%	21.3%	30.3%	32.9%	34.0%
-more than 10 visits to the island	4.6%	2.9%	3.4%	3.9%	2.2%

Ten main source markets

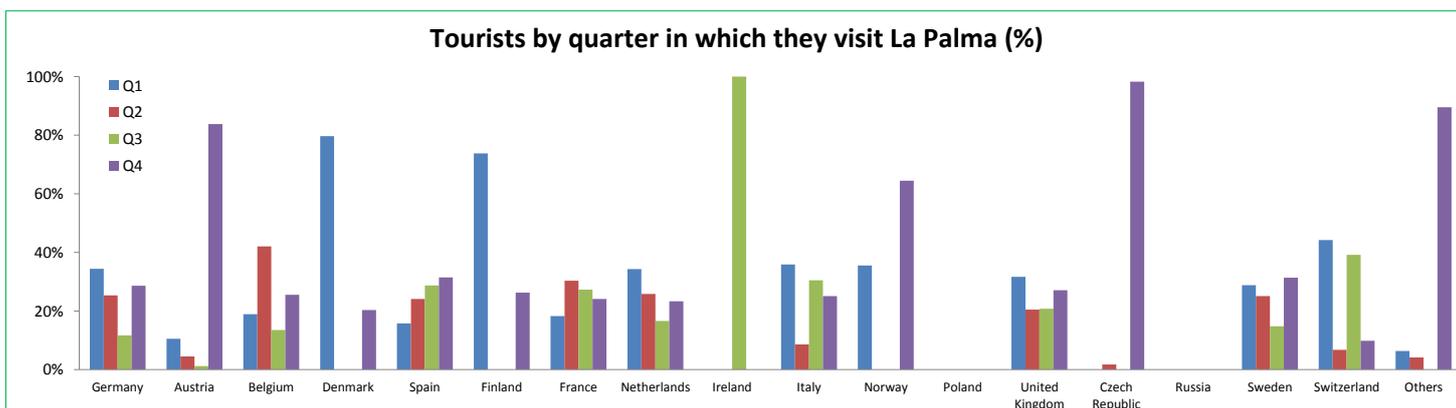


Ten main source markets	Q1	Q2	Q3	Q4	Total
Germany	19,731	14,528	6,716	16,415	57,391
Spain	6,633	10,134	12,079	13,238	42,084
United Kingdom	8,167	5,288	5,364	6,996	25,814
Netherlands	5,947	4,478	2,877	4,046	17,348
Belgium	1,558	3,461	1,112	2,104	8,235
France	971	1,615	1,454	1,282	5,322
Switzerland	1,232	188	1,091	274	2,785
Austria	191	82	22	1,518	1,812
Italy	488	117	415	341	1,361
Norway	440	0	0	799	1,239

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	73.5%	63.8%	61.6%	64.7%	66.4%
Recommendation by friends or relatives	31.7%	39.9%	31.3%	31.7%	33.6%
The Canary Islands television channel	0.2%	0.5%	1.1%	0.0%	0.4%
Other television or radio channels	2.2%	3.9%	3.6%	3.0%	3.1%
Information in the press/magazines/books	10.9%	8.7%	6.4%	6.5%	8.2%
Attendance at a tourism fair	0.2%	0.2%	0.0%	0.7%	0.3%
Tour Operator's brochure or catalogue	5.4%	7.3%	10.9%	6.1%	7.1%
Recommendation by Travel Agency	3.2%	6.9%	5.5%	4.1%	4.8%
Information obtained via the Internet	28.8%	29.1%	33.5%	29.2%	29.9%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	4.6%	7.7%	6.2%	8.9%	6.9%



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.