

Tourist profile evolution (2015)

La Palma



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	164,416	153,878	151,555	168,474	167,100
Average daily expenditure (€)	118.71	116.91	119.92	122.20	118.50
- in their place of residence	81.06	83.01	82.95	86.57	83.68
- in the Canary Islands	37.66	33.90	36.96	35.64	34.81
Average length of stay	10.19	10.40	10.47	10.60	10.41
Turnover per tourist (€)	1,029	1,087	1,135	1,127	1,097
Total turnover (> 16 years old) (€m)	130	149	169	174	183
Year on year variation of turnover	--	14.7%	13.7%	2.8%	5.6%
Year on year variation of tourist	--	-6.4%	-1.5%	11.2%	-0.8%

How do they book?



Booking of the accommodation	2011	2012	2013	2014	2015
Tour Operator	41.2%	38.9%	37.3%	29.5%	35.0%
- Tour Operator's website	68.4%	79.6%	73.7%	77.7%	82.3%
Establishment	15.4%	12.8%	16.8%	11.8%	16.9%
- Establishment's website	73.6%	87.2%	74.1%	78.8%	85.1%
Travel agency	24.2%	26.5%	25.7%	25.6%	20.2%
Internet portal	11.4%	14.4%	14.6%	22.4%	21.4%
No need to book accommodation	7.8%	7.4%	5.6%	10.8%	6.5%

Daily expenditure per tourist (€)	2011	2012	2013	2014	2015
Accommodation:	59.26	45.13	63.90	43.02	46.80
- Accommodation	50.95	35.38	55.96	37.24	39.53
- Additional accommodation expenses	8.31	9.74	7.94	5.78	7.26
Transport:	51.32	43.78	44.99	42.31	56.24
- Public transport	8.24	5.71	6.33	4.89	7.40
- Taxi	4.42	3.76	5.21	4.07	4.72
- Car rental	38.65	34.31	33.45	33.35	44.12
Food and drink:	154.76	165.28	180.06	176.77	164.13
- Food purchases at supermarkets	74.99	57.12	73.91	74.10	63.09
- Restaurants	79.77	108.16	106.16	102.67	101.04
Souvenirs:	34.28	37.68	40.44	35.60	29.37
Leisure:	25.19	25.54	24.28	24.93	23.07
- Organized excursions	15.37	16.05	12.62	13.31	12.92
- Leisure, amusement	1.75	1.60	1.77	1.35	1.76
- Travel to other islands	1.61	1.34	2.83	1.16	2.18
- Sporting activities	3.00	3.62	4.09	5.30	3.42
- Cultural activities	1.09	1.70	1.13	1.27	1.68
- Discos and disco-pubs	2.36	1.22	1.84	2.55	1.11
Others:	27.33	18.57	14.42	29.40	16.14
- Wellness	3.05	2.99	2.59	1.93	2.19
- Medical expenses	1.54	0.67	1.06	0.65	0.83
- Other expenses	22.74	14.91	10.77	26.81	13.12

Booking of the flight	2011	2012	2013	2014	2015
Tour Operator	44.0%	42.1%	40.0%	30.4%	37.2%
- Tour Operator's website	65.4%	73.1%	74.0%	74.6%	80.6%
Airline	19.2%	21.5%	21.4%	25.8%	26.5%
- Airline's website	94.7%	97.3%	95.9%	97.1%	97.9%
Travel agency	25.6%	24.6%	25.9%	26.2%	21.0%
Internet portal	11.1%	11.8%	12.7%	17.6%	15.3%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	44.4%	42.7%	39.8%	35.0%	39.6%
1-2-3* Hotel	12.8%	12.5%	11.2%	12.6%	11.8%
Non-hotel	34.2%	36.7%	39.8%	39.9%	40.2%
Property (privately-owned, friends, family)	6.7%	7.1%	5.7%	9.8%	6.4%
Others	1.9%	0.9%	3.6%	2.8%	1.9%

How are they?



Gender	2011	2012	2013	2014	2015
Percentage of men	46.7%	45.7%	49.4%	47.3%	50.3%
Percentage of women	53.3%	54.3%	50.6%	52.7%	49.7%

Age	2011	2012	2013	2014	2015
Average age (tourists > 16 years old)	48.4	47.7	48.3	46.8	48.4
Standard deviation	13.9	12.5	13.2	13.6	13.7

Age range	2011	2012	2013	2014	2015
16-24 years old	2.6%	2.4%	3.6%	3.5%	3.3%
25-30 years old	7.9%	8.0%	7.8%	9.2%	8.6%
31-45 years old	32.1%	33.1%	31.9%	36.3%	29.7%
46-60 years old	36.5%	39.9%	38.8%	32.4%	37.5%
Over 60 years old	20.8%	16.7%	17.9%	18.6%	21.0%

Occupation	2011	2012	2013	2014	2015
Business owner or self-employed	20.8%	18.3%	19.3%	19.1%	16.8%
Upper/Middle management employee	48.0%	51.0%	46.6%	48.5%	47.2%
Auxiliary level employee	11.1%	10.7%	13.4%	9.8%	12.8%
Students	1.5%	3.2%	2.8%	3.2%	3.7%
Retired	16.6%	14.2%	14.8%	17.2%	17.3%
Unemployed / unpaid dom. work	2.0%	2.6%	3.1%	2.2%	2.3%

Yearly household income level	2011	2012	2013	2014	2015
€12.000 - €24.000	15.0%	12.6%	11.6%	15.5%	16.8%
€24.001 - €36.000	21.5%	15.8%	19.8%	19.4%	19.4%
€36.001 - €48.000	15.8%	19.0%	17.3%	14.4%	16.3%
€48.001 - €60.000	16.8%	18.4%	19.4%	17.9%	15.2%
€60.001 - €72.000	10.0%	11.1%	9.0%	10.0%	9.0%
€72.001 - €84.000	7.3%	8.1%	6.9%	6.0%	5.4%
More than €84.000	13.6%	15.1%	16.0%	16.7%	18.0%

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.3%	0.9%	0.3%	0.1%	0.0%
Between 2 and 7 days	9.6%	7.4%	9.2%	7.8%	5.5%
Between 8 and 15 days	17.7%	10.6%	12.3%	9.8%	9.8%
Between 16 and 30 days	18.4%	18.0%	16.8%	20.2%	17.9%
Between 31 and 90 days	32.7%	34.6%	34.4%	36.1%	37.3%
More than 90 days	21.3%	28.5%	27.0%	26.1%	29.5%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	17.3%	15.5%	16.1%	16.8%	14.2%
Flight and accommodation (room only)	28.3%	28.5%	34.5%	31.2%	33.3%
Flight, bed and breakfast	8.9%	9.1%	7.9%	11.1%	8.8%
Flight and accommodation, half board	27.6%	29.9%	27.3%	24.2%	25.0%
Flight and accommodation, full board	2.3%	2.3%	3.4%	2.5%	1.6%
Flight and accommodation, all inclusive	15.6%	14.7%	10.8%	14.3%	17.0%
% Tourists using low-cost airlines	17.5%	18.0%	23.3%	28.5%	34.9%
Other expenses in origin:					
- Car rental	32.6%	36.5%	34.9%	40.5%	35.9%
- Sporting activities	3.4%	4.3%	3.8%	4.0%	4.4%
- Excursions	3.3%	5.9%	6.5%	8.5%	7.5%
- Combined travel to other islands	1.6%	2.8%	1.7%	1.8%	1.9%

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Which island do they choose?



Tourists (> 16 years old):	2011	2012	2013	2014	2015
- Lanzarote	1,879,195	1,784,304	1,920,623	2,269,279	2,242,245
- Fuerteventura	1,618,941	1,553,712	1,584,228	1,852,213	1,806,014
- Gran Canaria	3,077,649	3,020,104	3,160,023	3,270,347	3,447,259
- Tenerife	4,090,089	4,079,973	4,221,657	4,270,877	4,518,215
- La Palma	164,416	153,878	151,555	168,474	167,100

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	17.4%	16.8%	17.4%	19.2%	18.4%
- Fuerteventura	14.9%	14.7%	14.4%	15.7%	14.8%
- Gran Canaria	28.4%	28.5%	28.6%	27.6%	28.3%
- Tenerife	37.8%	38.5%	38.2%	36.1%	37.1%
- La Palma	1.5%	1.5%	1.4%	1.4%	1.4%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	16.7%	9.5%	12.3%	13.3%	10.7%
Only with partner	56.0%	59.0%	55.9%	57.9%	62.4%
Only with children (under the age of 13)	0.9%	0.7%	0.4%	0.7%	1.1%
Partner + children (under the age of 13)	7.1%	8.4%	7.6%	6.9%	5.8%
Other family members	3.3%	4.1%	4.0%	3.7%	3.9%
Friends	5.3%	4.1%	5.5%	5.4%	4.8%
Work colleagues	2.1%	0.9%	0.8%	0.9%	0.4%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	93.5%	95.8%	96.7%	97.0%	95.7%
Average rating (scale 1-10)	8.85	9.02	8.92	9.12	9.01

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists of the island	33.3%	32.0%	36.9%	35.8%	34.0%
- more than 10 visits to the island	4.1%	5.2%	5.1%	7.4%	2.2%

Where are they from?



	2011	2012	2013	2014	2015
Germany	50,321	54,300	43,113	71,920	57,391
Spain	64,409	43,654	40,636	44,274	42,084
United Kingdom	13,699	18,976	11,616	19,659	25,814
Netherlands	20,917	22,390	27,407	13,630	17,348
Belgium	6,445	5,721	6,396	6,294	8,235
France	1,117	1,414	3,298	4,781	5,322
Switzerland	1,157	2,876	4,017	3,393	2,785
Austria	1,551	1,369	350	830	1,812
Italy	1,784	837	2,023	1,610	1,361
Norway	85	0	2,443	125	1,239

Why do they choose the Canary Islands?



Aspects that influence the destination choice	2011	2012	2013	2014	2015
Climate/sun	73.8%	81.6%	79.4%	82.1%	79.9%
Scenery	60.8%	63.8%	57.7%	60.3%	61.8%
Tranquillity/rest/relaxation	40.7%	39.9%	47.4%	41.7%	41.8%
Active tourism	28.8%	32.2%	27.2%	28.0%	35.8%
Visiting new places	17.9%	15.5%	12.1%	12.7%	16.8%
Quality of the environment	12.9%	12.9%	14.0%	17.2%	13.6%
Price	5.1%	6.4%	3.8%	5.0%	7.2%
Beaches	7.4%	10.1%	9.9%	10.5%	6.0%
Ease of travel	2.2%	2.9%	2.8%	2.2%	3.7%
Rural tourism	2.8%	1.4%	2.7%	3.7%	2.8%
Security	2.2%	2.4%	2.8%	2.1%	2.5%
Suitable destination for children	2.6%	3.6%	2.1%	1.4%	1.7%
Culture	0.9%	0.8%	1.6%	2.0%	1.3%
Nautical activities	0.7%	0.6%	0.5%	2.3%	1.0%
Shopping	0.5%	0.1%	0.2%	0.2%	0.2%
Nightlife/fun	0.8%	0.0%	0.3%	0.3%	0.2%

* Multi-choice question

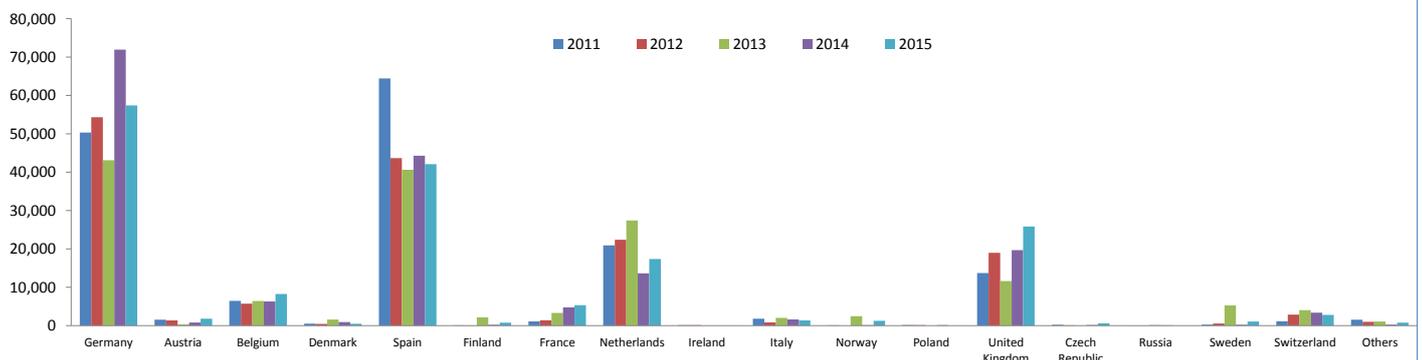
What did motivate them to come?



Aspects that motivate the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	61.9%	67.3%	65.8%	66.9%	66.4%
Recommendation by friends or relatives	35.7%	33.8%	30.0%	33.8%	33.6%
The Canary Islands television channel	0.9%	0.4%	0.2%	0.4%	0.4%
Other television or radio channels	0.7%	0.7%	0.5%	1.3%	3.1%
Information in the press/magazines/books	8.4%	9.0%	9.0%	7.4%	8.2%
Attendance at a tourism fair	0.6%	0.4%	0.9%	1.0%	0.3%
Tour Operator's brochure or catalogue	7.3%	8.2%	6.8%	6.0%	7.1%
Recommendation by Travel Agency	9.0%	9.5%	6.3%	7.0%	4.8%
Information obtained via the Internet	22.1%	26.9%	31.0%	23.6%	29.9%
Senior Tourism programme	0.1%	0.0%	0.5%	0.1%	0.0%
Others	12.1%	5.4%	8.5%	7.5%	6.9%

* Multi-choice question

Tourists visiting La Palma by country of residence



Source: ISTAC (EGT).

Note: The Tourist Expenditure Survey excludes tourists under 16 years old. "Not applicable" and "No answer" have been excluded in order to calculate percentages.