

Tourist profile by municipality

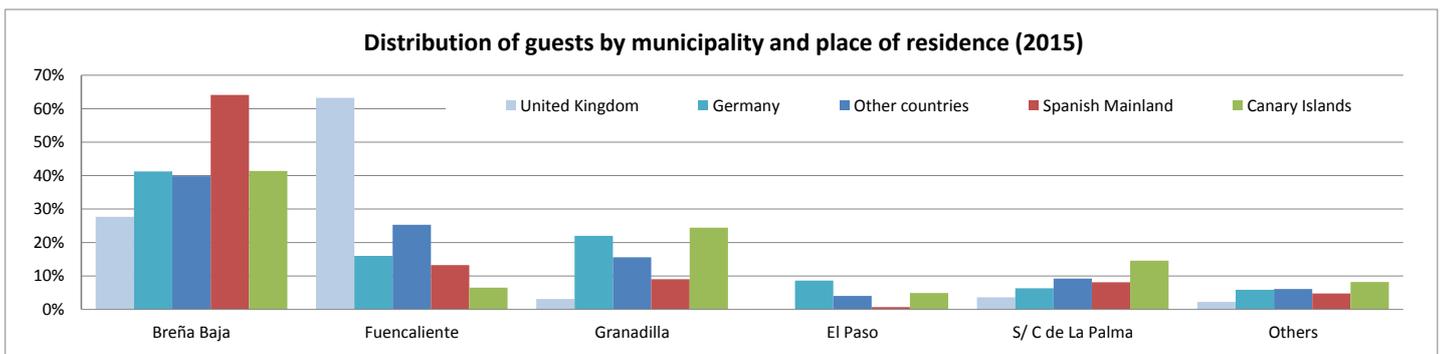
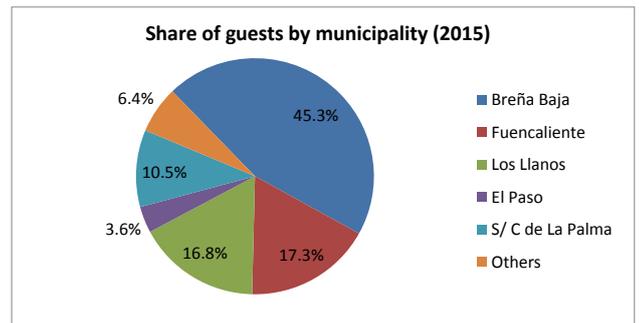
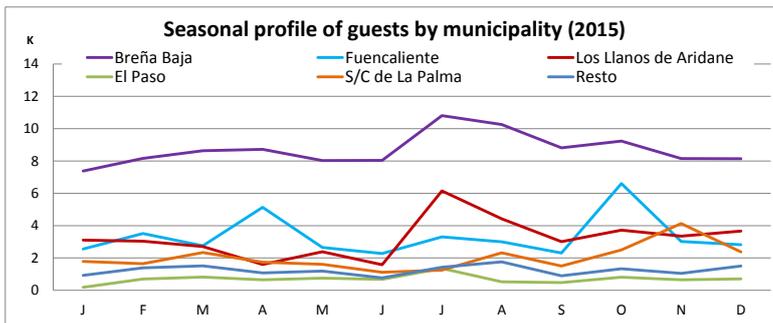
La Palma (2015)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay						Accommodation type		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Abroad	46,158	29,310	18,078	4,671	10,702	7,058	115,977	74,948	41,029
- United Kingdom	6,640	15,165	744	15	873	539	23,976	21,912	2,064
- Germany	20,766	8,052	11,077	4,348	3,180	2,950	50,373	24,700	25,673
Spanish Mainland	30,469	6,285	4,300	334	3,856	2,277	47,521	33,349	14,172
Canary Islands	27,708	4,344	16,358	3,299	9,750	5,486	66,945	34,671	32,274
Total	104,335	39,939	38,736	8,304	24,308	14,821	230,443	142,968	87,475

Place of residence:	Municipality of stay (%)						Accommodation type (%)		
	Breña Baja	Fuencaliente	Granadilla	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Abroad	39.8%	25.3%	15.6%	4.0%	9.2%	6.1%	100%	64.6%	35.4%
- United Kingdom	27.7%	63.3%	3.1%	0.1%	3.6%	2.2%	100%	91.4%	8.6%
- Germany	41.2%	16.0%	22.0%	8.6%	6.3%	5.9%	100%	49.0%	51.0%
Spanish Mainland	64.1%	13.2%	9.0%	0.7%	8.1%	4.8%	100%	70.2%	29.8%
Canary Islands	41.4%	6.5%	24.4%	4.9%	14.6%	8.2%	100%	51.8%	48.2%



Other indicators

	Municipality of stay (%)						Accommodation type (%)		
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Bednights									
Abroad	422,243	243,870	216,423	56,431	33,796	35,470	1,008,233	534,365	473,868
- United Kingdom	52,837	125,761	5,772	85	2,687	1,953	189,095	173,153	15,942
- Germany	217,075	73,732	5,772	55,500	11,918	20,576	535,826	201,072	334,754
Spanish Mainland	139,519	25,094	20,786	946	12,143	7,827	206,315	130,380	75,935
Canary Islands	211,044	13,463	54,857	11,656	31,869	17,930	340,819	110,141	230,678
Total	772,806	282,427	292,066	69,033	77,808	61,227	1,555,367	774,886	780,481
Length of stay									
Abroad	9.2	8.3	12.0	12.1	3.2	5.0	8.7	7.1	11.6
- United Kingdom	8.0	8.3	7.8	5.7	3.1	3.6	7.9	7.9	7.7
- Germany	10.5	9.2	14.2	12.8	3.8	7.0	10.6	8.1	13.0
Spanish Mainland	6.0	3.6	3.7	3.5	3.2	3.3	4.8	3.5	6.6
Canary Islands	7.6	3.1	3.4	3.5	3.3	3.3	5.1	3.2	7.2
Total	7.4	7.1	7.5	8.3	3.2	4.1	6.8	5.4	8.9
ADR (€)	37.7	33.9	43.2	43.2	41.1	39.9	38.5	38.7	38.1
RevPar (€)	26.5	18.4	20.3	22.6	26.6	17.0	22.7	22.2	23.6
Bed-space occupancy rate (%)	69.2	56.3	45.1	50.0	33.6	32.8	55.1	52.0	58.5
Occupancy rate per room/apartment (%)	70.4	54.2	47.0	52.4	64.7	42.5	59.0	57.2	61.8

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

La Palma (2015)



Profile of tourist visiting La Palma by municipality of stay

Where are they from?

Tourists (> 16 years old)	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
United Kingdom	8,231	10,325	1,328	25,814
Germany	12,114	6,702	1,923	57,391
Spanish Mainland	21,386	4,724	4,421	42,084
Others	13,094	6,589	1,564	41,811

Share by place of residence (%)	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
United Kingdom	21.1%	11.7%	3.4%	100%
Germany	21.1%	11.7%	3.4%	100%
Spanish Mainland	50.8%	11.2%	10.5%	100%
Others	31.3%	15.8%	3.7%	100%

How do they book?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Flight booking				
Tour Operator	41.7%	56.1%	14.5%	37.2%
Airline	15.7%	11.3%	58.6%	26.5%
Travel agency (High street)	28.8%	17.9%	10.7%	21.0%
Online Travel Agency (OTA)	13.8%	14.8%	16.1%	15.3%
Accommodation booking				
Tour Operator	42.3%	57.0%	19.5%	37.4%
Accommodation	10.9%	7.4%	32.6%	18.0%
Travel agency (High street)	29.2%	20.6%	11.4%	21.7%
Online Travel Agency (OTA)	17.6%	15.0%	36.5%	22.9%

How much do they spend?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Tourist arrivals (> 16 years old)	54,825	28,341	9,236	167,100
Average daily expenditure (€)	--	--	--	118.50
. in their place of residence	--	--	--	83.68
. in the Canary Islands	--	--	--	34.81
Average length of stay	8.7	8.4	8.9	10.41
Turnover per tourist (€)	--	--	--	1,097.30
Total turnover (> 16 years old) (€m)	--	--	--	183.36
Share of total turnover	--	--	--	100%
Share of total tourists	32.8%	17%	6%	100%

What do they book at their place of residence?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Flight only				
Flight only	5.7%	1.5%	32.7%	14.2%
Flight & accommodation (room only)				
Flight & accommodation (room only)	21.7%	4.0%	38.2%	33.2%
Flight & accommodation (B&B)				
Flight & accommodation (B&B)	14.2%	0.9%	15.0%	8.8%
Flight & accommodation (half board)				
Flight & accommodation (half board)	49.6%	19.2%	2.0%	24.9%
Flight & accommodation (full board)				
Flight & accommodation (full board)	0.8%	4.0%	0.0%	1.6%
Flight & accommodation (all inclusive)				
Flight & accommodation (all inclusive)	7.8%	68.8%	11.2%	16.9%
% Tourists using low-cost airlines	32.3%	33.6%	51.4%	34.9%

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Other expenses in their place of residence (*):				
Tourists who did not spend anything	71.2%	71.3%	63.0%	56.4%
Tourists who did spend	28.8%	28.7%	37.0%	43.6%
- Excursions	21.5%	8.7%	15.6%	17.0%
- Car rental	70.6%	69.5%	67.3%	81.0%
- Other expenses	25.5%	30.8%	46.5%	21.5%

* Multi-choice question

What is their main reason for coming?

Trip reasons	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Holidays	96.9%	99.2%	85.8%	95.3%
Professional or family reasons	3.1%	0.8%	14.2%	4.4%
Other reason	0.0%	0.0%	0.0%	0.3%

What did motivate them to come?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Previous visits to the Canary Islands	64.5%	65.0%	52.5%	65.9%
Recommendation by friends or relatives	31.1%	24.3%	48.3%	33.3%
Tour Operator's brochure or catalogue	7.0%	18.6%	1.9%	7.0%
Recommendation by Travel Agent	6.8%	9.4%	0.0%	4.7%
Internet	37.2%	33.1%	24.6%	29.6%
Others	19.9%	14.9%	25.6%	18.8%

* Multi-choice question

Why do they choose La Palma?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Climate/sun	77.5%	90.6%	42.0%	79.9%
Scenery	59.4%	48.3%	62.3%	61.8%
Tranquillity/rest/relaxation	35.4%	48.7%	30.6%	41.8%
Culture	47.6%	20.9%	41.5%	40.0%
Quality of the environment	15.5%	11.6%	27.0%	13.6%
Visiting new places	20.7%	24.4%	18.8%	16.8%
Beaches	5.5%	3.4%	6.1%	6.0%
Price	8.9%	15.2%	6.8%	7.2%
Ease of travel	3.4%	7.7%	0.9%	3.7%
Security	2.3%	5.0%	2.8%	2.5%
Sports	1.6%	2.3%	0.1%	1.8%
Suitable destination for children	0.6%	5.2%	0.0%	1.7%
Others	8.2%	4.3%	23.5%	8.0%

* Multi-choice question

Where do they stay?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Type of accommodation				
German market				
- Hotel	100%	100%	100%	100%
- Apartment	54.0%	93.6%	43.2%	36.6%
- Other type of accommodation	45.0%	6.4%	13.1%	55.4%
Spanish Mainland market				
- Hotel	100%	100%	100%	100%
- Apartment	76.2%	93.8%	29.2%	65.6%
- Other type of accommodation	23.2%	2.6%	41.2%	26.5%
British market				
- Hotel	100%	100%	100%	100%
- Apartment	89.9%	98.9%	21.9%	76.5%
- Other type of accommodation	10.1%	0.0%	59.3%	12.7%
Other markets				
- Hotel	100%	100%	100%	100%
- Apartment	56.2%	93.9%	39.3%	42.0%
- Other type of accommodation	43.8%	6.1%	22.8%	50.2%
Length of stay by type of accommodation				
Hotel	8.2	8.3	8.4	8.6
Apartment	9.7	10.6	8.7	12.3
Others	15.0	8.8	9.5	12.5

Tourist profile by municipality

La Palma (2015)



How many islands did they visit in this trip?

Number of islands	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
One island	94.4%	97.7%	61.2%	89.2%
Two islands	3.9%	1.4%	32.6%	7.9%
Three or more islands	1.7%	0.9%	6.2%	2.9%

Who are they?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Gender				
Percentage of men	41.5%	45.4%	56.7%	47.3%
Percentage of women	58.5%	54.6%	43.3%	52.7%
Age range				
16-44 years old	33.7%	45.9%	64.6%	38.8%
Over 44 years old	66.3%	54.1%	35.4%	61.2%
Occupation				
Active	75.9%	77.1%	87.1%	76.8%
Inactive	24.1%	22.9%	12.9%	23.2%
Annual household income level				
€12,000 - €48,000	57.4%	50.6%	60.3%	52.5%
More than €48,000	42.6%	49.4%	39.7%	47.5%

Who do they come with?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Partner	80.2%	77.0%	58.7%	76.0%
Children	12.2%	20.9%	3.4%	13.3%
Other relatives	7.3%	14.4%	2.9%	7.3%
Others	8.5%	6.0%	21.8%	8.1%
With children (< 13 year old)	7.3%	17.8%	2.4%	8.7%

* Multi-choice question

How do they rate the destination?

Impression of their stay	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Good or very good (% tourists)	94.8%	96.8%	95.1%	95.7%

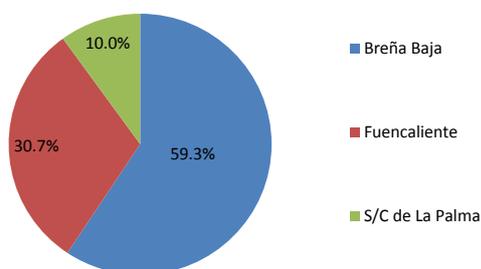
How do they rate the following features and services?

(Scale 1 - 10)	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Accommodation	8.0	8.4	8.2	8.1
Quality of accommodation	8.4	8.5	8.5	8.3
Treatment at accommodation	7.9	8.7	8.1	8.1
Quality of the food	7.7	8.0	7.7	7.7
Environmental	8.4	8.7	8.4	8.4
Climate	9.2	9.1	9.3	9.2
Bathing areas	8.9	9.0	9.1	8.9
Tranquility	8.7	9.0	8.6	8.6
Cleanliness	7.7	8.6	7.8	8.1
Quality of the environment	8.3	8.8	7.9	8.3
Scenery	7.1	7.8	7.5	7.4
Restaurants	7.9	8.4	7.8	7.9
Quality of restaurants	8.3	8.6	8.0	8.1
Treatment from restaurant staff	8.3	8.7	8.1	8.2
Prices	7.7	8.2	7.6	7.7
Local food and drink	7.5	7.9	7.4	7.6
Leisure activities	7.0	7.3	6.8	7.0
Cultural activities	7.8	7.7	8.4	7.9
Sporting activities	8.4	7.7	7.1	7.8
Health-related activities, wellness	6.9	7.7	6.6	7.0
Organized excursions	6.7	7.8	5.8	7.0
Recreational facilities for children	6.3	7.5	5.7	6.5
Theme parks	5.7	6.1	5.9	5.6
Golf	5.2	6.2	6.5	5.8
Nightlife, fun	4.6	5.5	4.7	4.5
Services and infrastructures	7.9	7.7	8.0	7.9
Bus services	8.6	8.7	8.7	8.6
Hospitality	8.7	8.9	8.8	8.6
Security	8.3	8.7	8.5	8.4
Taxi services	8.1	7.8	7.5	7.9
State of roads	7.4	7.2	7.6	7.4
Car rental	7.4	6.5	7.7	7.3
Quality and variety of shops	7.0	6.3	7.4	7.0
Total	8.00	8.19	8.02	8.01

How many are loyal to the destination?

	Breña Baja	Fuencaliente	S/C de La Palma	La Palma
Repeat tourists				
- Germany	83.8%	80.7%	77.3%	83.0%
- Spanish Mainland	94.8%	100.0%	78.7%	92.5%
- United Kingdom	88.0%	88.3%	56.3%	84.9%
- Others	64.2%	49.9%	73.8%	65.4%
In love (at least 10 previous visits)				
- Germany	39.3%	41.9%	40.8%	46.5%
- Spanish Mainland	41.1%	31.0%	21.0%	37.3%
- United Kingdom	54.4%	50.2%	28.8%	46.7%
- Others	26.3%	20.7%	50.2%	30.6%

Share of tourists by municipality (2015)



Tourist arrivals by municipality (2015)

