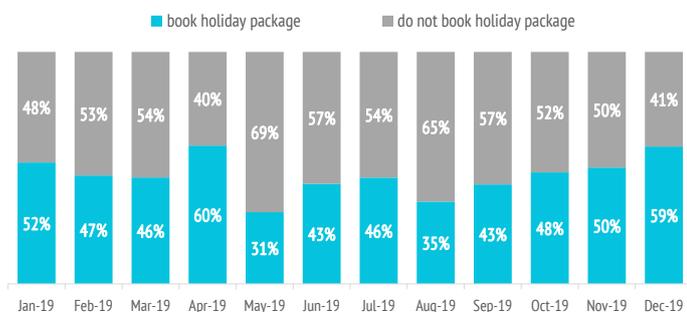


How many are they and how much do they spend?

	La Palma	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	257,852	15,110,866
Tourist arrivals > 15 years old (EGT)	235,409	13,271,035
- book holiday package	127,457	7,426,022
- do not book holiday package	107,952	5,845,014
- % tourists who book holiday package	54.1%	56.0%
Share of total tourist	1.7%	100%

% TOURISTS



Source: Frontur (ISTAC)

	La Palma	Canary Islands
Expenditure per tourist (€)	1,205	1,136
- book holiday package	1,197	1,268
- holiday package	949	1,031
- others	249	237
- do not book holiday package	1,213	967
- flight	329	263
- accommodation	372	321
- others	513	383
Average length of stay	10.42	9.09
- book holiday package	9.48	8.64
- do not book holiday package	11.53	9.68
Average daily expenditure (€)	131.4	138.9
- book holiday package	133.5	155.4
- do not book holiday package	128.9	117.9
Total turnover (> 15 years old) (€m)	284	15,070
- book holiday package	153	9,416
- do not book holiday package	131	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice

	La Palma	Canary Islands
Climate	69.8%	78.4%
Landscapes	67.4%	33.1%
Tranquility	54.8%	47.6%
Environment	50.2%	33.2%
Safety	42.6%	51.9%
Hiking trail network	38.9%	9.6%
Sea	38.8%	44.4%
European belonging	30.5%	36.1%
Authenticity	29.9%	20.3%
Accommodation supply	28.4%	42.9%
Effortless trip	26.2%	35.2%
Price	23.3%	37.4%
Gastronomy	18.9%	23.2%
Beaches	14.6%	37.7%
Fun possibilities	11.1%	21.1%
Exoticism	10.7%	11.4%
Historical heritage	7.9%	8.2%
Culture	5.5%	8.0%
Shopping	3.3%	9.4%
Nightlife	1.2%	8.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE LANDSCAPES



What is the main motivation for their holidays?

	La Palma	Canary Islands
Rest	31.8%	55.5%
Enjoy family time	7.6%	14.4%
Have fun	3.2%	8.6%
Explore the destination	49.7%	17.8%
Practice their hobbies	3.4%	1.9%
Other reasons	4.2%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	La Palma	Canary Islands
The same day	0.6%	0.7%
Between 1 and 30 days	24.3%	23.8%
Between 1 and 2 months	21.4%	22.8%
Between 3 and 6 months	35.9%	32.7%
More than 6 months	17.8%	20.0%

What channels did they use to get information about the trip?

	La Palma	Canary Islands
Previous visits to the Canary Islands	53.4%	51.9%
Friends or relatives	24.7%	27.1%
Internet or social media	64.5%	54.7%
Mass Media	4.2%	1.6%
Travel guides and magazines	25.1%	8.4%
Travel Blogs or Forums	9.6%	5.7%
Travel TV Channels	2.1%	0.8%
Tour Operator or Travel Agency	25.0%	22.6%
Public administrations or similar	0.7%	0.4%
Others	1.3%	2.4%

* Multi-choise question

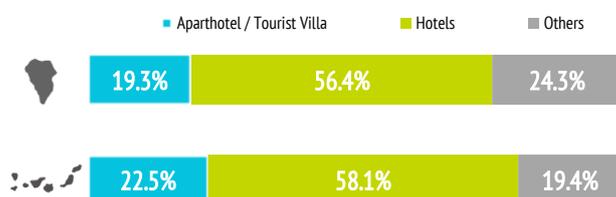
With whom did they book their flight and accommodation?

	La Palma	Canary Islands
Flight		
- Directly with the airline	40.5%	42.9%
- Tour Operator or Travel Agency	59.5%	57.1%
Accommodation		
- Directly with the accommodation	31.7%	31.5%
- Tour Operator or Travel Agency	68.3%	68.5%

Where do they stay?

	La Palma	Canary Islands
1-2-3* Hotel	9.1%	11.5%
4* Hotel	47.3%	37.6%
5* Hotel / 5* Luxury Hotel	0.0%	9.0%
Aparthotel / Tourist Villa	19.3%	22.5%
House/room rented in a private dwelling	8.6%	5.9%
Private accommodation (1)	6.5%	7.2%
Others (Cottage, cruise, camping...)	9.1%	6.3%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	La Palma	Canary Islands
Room only	36.2%	27.9%
Bed and Breakfast	11.7%	12.4%
Half board	27.2%	21.2%
Full board	0.7%	3.6%
All inclusive	24.1%	34.9%

”
36.2% of tourists book room only.
(Canary Islands: 27.9%)

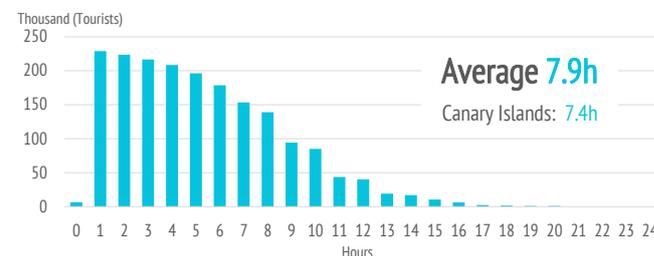
Other expenses

	La Palma	Canary Islands
Restaurants or cafes	76.0%	59.1%
Supermarkets	71.4%	52.1%
Car rental	64.6%	26.3%
Organized excursions	30.0%	20.6%
Taxi, transfer, chauffeur service	34.6%	50.0%
Theme Parks	2.2%	7.5%
Sport activities	5.6%	5.7%
Museums	14.6%	4.6%
Flights between islands	5.0%	4.4%

Activities in the Canary Islands

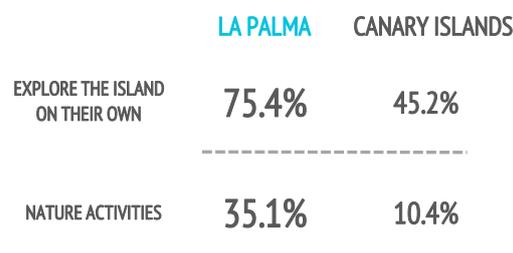
Outdoor time per day	La Palma	Canary Islands
0 hours	2.7%	2.1%
1 - 2 hours	5.2%	9.8%
3 - 6 hours	26.9%	32.6%
7 - 12 hours	57.1%	47.1%
More than 12 hours	8.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Palma	Canary Islands
Walk, wander	79.3%	69.8%
Explore the island on their own	75.4%	45.2%
Beach	58.3%	66.3%
Swimming pool, hotel facilities	43.3%	58.2%
Taste Canarian gastronomy	39.3%	24.2%
Nature activities	35.1%	10.4%
Museums / exhibitions	22.1%	10.1%
Wineries / markets / popular festivals	18.4%	11.6%
Organized excursions	17.5%	16.9%
Astronomical observation	15.4%	3.5%
Activities at sea	15.0%	10.0%
Sea excursions / whale watching	14.9%	11.1%
Sport activities	14.6%	13.4%
Nightlife / concerts / shows	4.6%	15.5%
Beauty and health treatments	3.6%	5.4%
Theme parks	1.8%	14.1%

* Multi-choise question



Which places do they visit in La Palma?

	%	Absolute
Santa Cruz de La Palma (capital)	72.6%	154,132
Tazacorte Harbour	63.1%	134,087
Los Llanos de Aridane	62.6%	132,946
La Caldera de Taburiente National P	62.1%	131,818
Ruta de los Volcanes (Fuencaliente)	56.3%	119,533
Roque de los Muchachos Observato	47.5%	100,856
Los Tilos Forest	41.2%	87,497

”

7 in 10 tourists in La Palma visit
Santa Cruz de La Palma



Internet usage during their trip

	La Palma	Canary Islands
Research		
- Tourist package	11.4%	14.8%
- Flights	10.8%	13.0%
- Accommodation	14.9%	16.9%
- Transport	15.4%	15.7%
- Restaurants	32.1%	28.4%
- Excursions	36.0%	26.2%
- Activities	39.4%	30.1%
Book or purchase		
- Tourist package	37.9%	39.4%
- Flights	68.3%	66.7%
- Accommodation	61.9%	57.3%
- Transport	54.3%	47.6%
- Restaurants	11.2%	12.1%
- Excursions	15.9%	13.0%
- Activities	13.4%	14.7%

* Multi-choice question

Internet usage in the Canary Island	La Palma	Canary Islands
Did not use the Internet	6.7%	8.3%
Used the Internet	93.3%	91.7%
- Own Internet connection	41.7%	37.4%
- Free Wifi connection	39.9%	39.5%
Applications*		
- Search for locations or maps	75.2%	61.7%
- Search for destination info	56.1%	44.8%
- Share pictures or trip videos	54.5%	56.0%
- Download tourist apps	6.4%	7.0%
- Others	19.2%	22.6%

* Multi-choice question

How many islands do they visit during their trip?

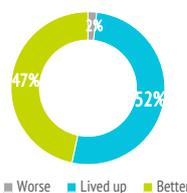
	La Palma	Canary Islands
One island	90.3%	91.4%
Two islands	6.9%	7.2%
Three or more islands	2.8%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Palma	Canary Islands
Average rating	8.84	8.70

Experience in the Canary Islands	La Palma	Canary Islands
Worse or much worse than expected	1.9%	2.3%
Lived up to expectations	51.5%	55.6%
Better or much better than expected	46.6%	42.1%

Future intentions (scale 1-10)	La Palma	Canary Islands
Return to the Canary Islands	8.86	8.73
Recommend visiting the Canary Island	9.20	8.95



Experience in the
Canary Islands



Return to the Canary
Islands



Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	on La Palma	in the Canary Islands
La Palma: Repeat tourists	69.7%	8.5%
La Palma: At least 10 previous visits	5.1%	0.2%
Canary Islands: Repeat tourists	80.3%	72.2%
Canary Islands: At least 10 previous visits	19.3%	18.6%

TOP 5: % REPEAT TOURISTS BY MARKETS

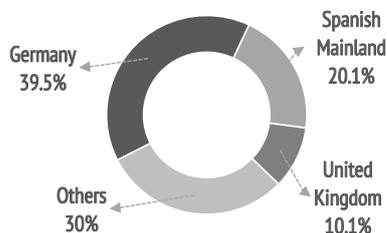
Germany 76%
Nordics 78%
Spain 71%
Austria 70%
UK 66%



Where are they from?



	%	Absolute
Germany	39.5%	92,920
Spanish Mainland	20.1%	47,384
United Kingdom	10.1%	23,894
Netherlands	8.6%	20,219
Switzerland	3.5%	8,219
France	3.3%	7,802
Belgium	3.2%	7,514
Sweden	3.2%	7,454
Denmark	2.9%	6,925
Poland	2.2%	5,183
Austria	1.2%	2,737
Italy	0.8%	1,903
Russia	0.1%	242
Luxembourg	0.1%	187
Czech Republic	0.1%	138
Portugal	0.1%	136
Finland	0.1%	122
Others	1.0%	2,431



Who do they come with?



	La Palma	Canary Islands
Unaccompanied	9.4%	9.6%
Only with partner	58.2%	48.1%
Only with children (< 13 years old)	3.4%	5.6%
Partner + children (< 13 years old)	5.7%	6.5%
Other relatives	5.0%	9.3%
Friends	5.0%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.4%	0.3%
Other combinations (1)	12.5%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	11.9%	17.7%
- Between 0 and 2 years old	0.7%	1.6%
- Between 3 and 12 years old	10.8%	14.8%
- Between 0 -2 and 3-12 years	0.4%	1.4%
Tourists without children	88.1%	82.3%
Group composition:		
- 1 person	12.5%	13.2%
- 2 people	63.8%	55.1%
- 3 people	11.4%	12.0%
- 4 or 5 people	11.0%	16.3%
- 6 or more people	1.4%	3.5%
Average group size:	2.30	2.54

Who are they?



	La Palma	Canary Islands
Gender		
Men	52.5%	48.6%
Women	47.5%	51.4%
Age		
Average age (tourist > 15 years old)	51.5	47.1
Standard deviation	13.9	15.4
Age range (> 15 years old)		
16 - 24 years old	3.2%	7.3%
25 - 30 years old	6.0%	10.9%
31 - 45 years old	22.1%	28.0%
46 - 60 years old	40.9%	31.8%
Over 60 years old	27.7%	22.1%
Occupation		
Salaried worker	54.6%	55.0%
Self-employed	10.6%	11.5%
Unemployed	1.1%	1.1%
Business owner	9.7%	9.4%
Student	2.7%	3.5%
Retired	20.4%	17.9%
Unpaid domestic work	0.4%	0.8%
Others	0.4%	0.8%
Annual household income level		
Less than €25,000	11.4%	17.5%
€25,000 - €49,999	36.5%	37.5%
€50,000 - €74,999	26.7%	22.8%
More than €74,999	25.4%	22.2%
Education level		
No studies	1.0%	5.0%
Primary education	3.1%	2.6%
Secondary education	20.7%	23.6%
Higher education	75.2%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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